

August 14, 2018

Federal Trade Commission
Office of the Secretary
600 Pennsylvania Avenue NW
Suite CC-5610 (Annex C)
Washington, DC 20580

Re: Competition and Consumer Protection in the 21st Century Hearing, Project Number P181201

I've owned my restaurant, Adobe Cafe, for almost 15 years. We do around \$2.5 million a year in business, and about 25 to 30 percent of that is takeout. Last summer, we had big problems because of a third-party website taking our orders. When I saw that DoorDash was included in my restaurant's Google knowledge panel, I had to inform them they don't have permission to be there. They hounded me, but I explained that we have a bustling to-go business and have no room for their services.

When third-party delivery services appear in our company's online information without our placing them there ourselves, it's unethical. I won't engage with third-party services, but Google is trying to make me. Google has overstepped by selling links as ads for these services. They are impeding businesses, and Google must not be allowed to hamper us. I choose how I want my business marketed and who I want to deliver to. I'm the only one responsible for my restaurant, not Google.

I should be in control of deliveries and how my food is delivered. Third-party delivery services for my restaurant don't make any sense, especially when they are picking up at multiple restaurants. It impacts the quality of food because the third-party service may have many stops to make. Who knows how long it can take before my food reaches a customer? What will the quality of food be like when the customer gets it? I could end up looking bad and could lose control of my business that I've worked so hard to build and maintain. I've always been able to control what we produce and be consistent, and I don't want that to stop.

I hope you do what you can to ensure that restaurant owners retain control over their businesses and prevent Google from placing third-party ads on our knowledge panels. This adds up to a sort of tax placed on us by Google, and it's a tax we do not want and should not have to contend with.

Regards,

Fred Valdez
Owner



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