

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

August 8, 2018

Alison Halwick

To Whom It May Concern:

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

I would hope for a choice to opt in, or out of letting companies collect and sell my data for free. This goes back to Americans' having basic privacy.

I use many online services such as email, google maps, google search, Facebook and Amazon. I do not read the terms and conditions because they are so ridiculous. There is no way to read all it. It isn't just understanding them, but the length of them. There should be clearer statements and control because these companies are selling and making money on my information. I doubt they are following privacy laws, and we have no way to track that.

The generation of ads targeting me, based on my preferences from one site to another is an improper use of my personal information. We have all had that creepy thing, where you didn't even say it or type it in, but there it is when you go online. You know someone is always watching and listening.

We have a right to know which companies are known to be abusing our personal data. We should have a choice between those companies and others who may treat their consumers more fairly.

Companies practicing anti-competitive behavior must be stopped. We need free market. We need to have the information to choose the better product, or the best product for us.

We need open forums for democracy. So many people think what they are seeing on Facebook is factual. If other avenues for information are being censored or held from the public, then we as citizens cannot make informed choices. We are not getting all the facts. Currently, what we are seeing or not seeing is being controlled, whether we realize it or not.

My credit card was compromised at my own bank. I was notified by Equifax that my data was breached. Occasionally, you get hacked on Facebook and must change your password. Equifax offered free monitoring a service for so many years. Facebook gives you the same standard answer each time saying they respect your privacy, but it keeps happening, so you know they don't respect your privacy.

We need to act against the collection and selling of personal information, censorship and anti-competitive companies.

Sincerely,

Alison Halwick