

July 31, 2018

Federal Trade Commission

OFFICE OF THE SECRETARY
600 PENNSYLVANIA AVE, NW,
SUITE CC-5610 (ANNEX C)
WASHINGTON, DC 20580

RE: COMPETITION AND CONSUMER PROTECTION
IN THE 21ST CENTURY HEARING, PROJECT
NUMBER P181201

I am deeply concerned with the exploitation of data with no restraint and no real permission. I would not explicitly give permission to third parties when I am not being financially compensated. Nor do I feel that this is improving services for the consumers.

I use Facebook, Google, Microsoft, gmail etc. I skim the terms and conditions looking for financial bindings and the countries of origin. It was the latter end of the 1990's when user agreements became less than normal. Currently permission is not given in an open setting; it is not highlighted that the primary reason you are receiving a free app is so they can collect and sell your data, use phone tracking, metadata or any other application. If this were highlighted, people would reconsider installing the app. The consumer only gets one benefit (the free app) and the companies reap money over and over again from the consumers usage. These companies are only going to do what the laws requires. They have no respect for anyone's sovereign rights.

If I conduct a search in Google on Firefox, it links ads in different browsers such as Chrome and in my email account. Here is an example: My friend posted a video on Facebook that was made for the company she works for. I sent her an instant message asking a question. Then I started receiving ads from that particular company. All because I simply watched a video and asked a question. Antitrust is more of a problem than not, because of corporate power which is not in the interest of the consumer or the economy. If there were a list of known abusive companies to least abusive, a person would be able to protect their privacy.

I joined Facebook under peer pressure. I am only interested in communicating with my friends there. I am not interested in purchasing anything, but still get the ads. If I removed myself from Facebook or Google, replacement services would always be right around the corner. Removing myself would not remove my digital fingerprints.

Free speech needs to be protected. It is dangerous to censor some and not others. Orwell in 1980, in summary, misled a large group of people. As for online tracking, there needs to be security for all, not just some. That is not a democracy. It leads to higher prices and non-competition market dominance. In general, the more effective the competition, the better the outcome.