

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

As owner of The Upper Crust, I am completely against Google selling links on my knowledge panel to third-party restaurant delivery services. Restaurant owners need the final say on what information goes on their knowledge panel. I don't use third-party services, but the presence of these companies' ads could still have an adverse impact on my business.

For instance, having the ad for GrubHub on my knowledge panel might discourage a customer from ordering from my restaurant. They may click on GrubHub and find a different restaurant to order from out of GrubHub's choices. However, even if they were to order from my restaurant through GrubHub, they would not get their food because I would *never* use GrubHub.

It's simply unfair that Google can sell these companies a link on my knowledge panel. I don't need them to be doing this, and it's not right that they are. It seems that Google does whatever it wants, anyway. For a long time, people were placing orders with us incorrectly because of the way the search results came up for *another restaurant with the same name*. In the meantime, I experienced a loss by having more waste because I was making a product that wasn't going to be used. It took *months* to get that straightened out with Google.

Google has found a loophole for selling ad space on another business's knowledge panel. They're going to do it until they're told that they can't, and I'm on board to close that loophole. The sad thing is, a business almost cannot survive without Google these days. This practice by Google needs to be ended, and we need a rule in place that disallows them from doing this kind of thing without permission. What's essentially a tax from Google needs to go away once and for all.

Sincerely,



David Blake
Owner



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