

BAYVIEW PIZZA & GRILL

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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

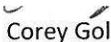
I am the owner of Bayview Pizza & Grill in Fort Lauderdale. When I look at my Google page every single day, I see the effects of the Google Tax firsthand. I noticed that a company I have never contracted to do business with started appearing on my knowledge panel because they are paying Google to advertise there. At last check, **five** different third-party delivery services came up, and yet I only use **two** of them. Despite that fact, I don't have any say in which links Google puts into my knowledge panel. Something is wrong here.

My knowledge panel also includes Google reviews that are placed there by Google, not by my business. Google is not asking for my permission to do this, and there is no reason for them to do it in the first place. This makes me feel like I am being taken advantage of. Placing ads for delivery companies on my knowledge panel is using their status to push these services in the name of profit for themselves and the big delivery companies. That makes me not want to pay an advertising fee anymore because they're advertising from my Google page in the first place.

Third parties shouldn't be able to advertise on my knowledge panel; they should only be able to advertise on regular Google ads, just like everybody else. I am sure my business has lost a portion of its revenues to third-party food delivery services. I could be getting orders for my website if they wouldn't put the paid link on the exact part that says "order here" on my knowledge panel. It should say "order from bayviewpizzagrill.com" in that spot, and I should be the exclusive one that is on there. After all, why should the knowledge panel have five different ordering platforms? Customers can already find these services by doing a Google search for them, so they shouldn't get to pay to have their links there.

Bayview Pizza & Grill is my organic business. It's **mine**. If customers want to use these delivery services, then they should be going directly to the services' websites, not being intercepted by a link on my knowledge panel. These services are piggybacking off of me. In the meantime, I could have been gaining new organic customers if they had been directed to my site instead.

Sincerely,


Corey Goldstein
Owner