

Sandra Sawyer

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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

Like countless other Americans, I use digital services such as Facebook and AOL. I am very careful about what I do on Facebook, which I use mainly to keep up with friends I went to school with many years ago. I am very, very concerned about privacy and the way such media companies are just "let go" to do anything they want. They seem to be trying to take over the world! I know what these companies do to make money--namely, capturing and selling our data--and I think it's just wrong.

When I signed up for the online services that I use, I did not read all of the terms and conditions. I don't think the average person takes the time to do so. It is unfair that by clicking "I Accept" after many pages legal jargon, you're consenting to give away your data. By all means, there should be a much clearer disclosure of what data a company is going to use. And, we should have more control over what they *do* use. I doubt that companies like Google abide by their own rules for using our data, and I am sure the FTC has better restrictions than the ones that they follow.

These companies are harvesting our data, and they are profiting from it substantially. That's unfair. For one reason, nobody's permitted them to do so. Secondly, it's supposed to be a service to us, but, they're actually **using** us to make money. I don't think they should have any rights to my personal data just because I use their service. For them to say, *Go online and get the information you need, and we're going to help you*, and then use that against me or to make money, is wrong. For instance, they didn't say when I signed up that they were going to alert everybody that sells face cream that I want it!

I know that these companies have to make money, but television makes money, as well. That's why advertisers pay for commercials. I play games online, and there are a lot of ads during the games. Facebook could also do that, but they don't have to sell our personal information to make money. I don't appreciate turning on the TV and finding out that someone is worth **billions** of dollars, knowing that they're selling *my* information in order to become that wealthy. There are a million ways for these companies to make money. They don't have to do it with my personal data!

Sincerely,

Sandra Sawyer