
Shauna Kelly

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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

I used one of the services that does genetic ancestry testing. I was given the option of sharing my data or not sharing it for various purposes. I was able to opt out of some of it, and I allowed them to use it for medical research because that doesn't bother me. They told me the possibilities my data could be used for, and I had a choice of whether or not to allow each use. I believe that's how online companies should treat our data. We should be able to say yes or no to various potential uses.

I don't think it's anyone's business what I do online. I find it interesting that when I get online to look at something, ads will pop up of products that I purchased before. They shouldn't know that! This is my private information, and they should not be keeping track of it. I don't want people knowing where I am at any given time or being able to track me. I used to have a flip phone for that exact reason. I ended up having to go with an Android phone just to keep up with technology, but it's something that makes me very uneasy.

The Equifax breach shows how vulnerable our data is. I was impacted by it, and the experience was very frustrating because I would have expected them to have more security in place. I love being American, but we take things for granted and *think* things are in place to protect us. I felt very helpless knowing that it was completely out of my hands. I trusted that people would keep my data safe, and they didn't. There are so many open avenues on the Internet, and people are out there looking to take advantage of them. Security *should* be put in place, but it's not. There are smart people who can do this.

It upsets me that companies like Amazon, Facebook, and Google don't clearly spell out what they're going to do with your data and don't give you the ability to opt out. I should be able to tell them yes, they can collect this or no, they can't. Instead, they have everything in the middle of a bunch of legal jargon. Sometimes when you read it, you think, "What does that mean?" The terms are way too long and involved. It's not fair to use such convoluted language as consent to take our data. They should have something specific that is plain and right up front.

I would like companies like Google, Facebook, and Amazon to take getting permission more seriously. I realize they're a business, and they have to get income somehow, but they need to let people know how their information is being used and give you a chance to opt out if you don't want it used for a particular purpose. I think that's only fair. We shouldn't have to search through legal jargon to find it, and we should still be able to use the service if we choose to opt out of sharing our data.

Sincerely,

Shauna Kelly

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