

August 11, 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 don't appreciate the big media companies taking what I do online and formulating plans to target advertisements at me. They are just snatching up where I've been and what I am doing online, but I don't want them having access to some information that I might put out there. I want my private data to be under my control.

For example, I use Facebook a lot. I keep trying to limit their connection to me, but they keep taking control. I read some of their terms and conditions, but it tends to get a little too heavy. When the terms get too technical, I stop reading. And, I don't read all the fine print. That fine print is sometimes eight or nine pages, and my sight is not so good anymore.

I have had issues with my identity being stolen at Yahoo! and Facebook, and I remember hearing about the Equifax scandal. My bank has been hacked a couple of times, as well. I haven't lost money, but I've had to change out my debit card several times. I felt nervous about that situation. I don't want anyone having access to my money, as I am concerned that I may be held responsible for it. While companies like Equifax cannot predict everything that might happen, they need to be held accountable for preventing what they could have.

The media companies are making billions of dollars by collecting and selling our personal data, and I think that's unfair. I object to these companies having access to me if I don't want it to happen. We need to be able to choose what information they get. They say we can go in and delete certain things, but they still take our information. People need to be able to protect themselves. These companies take advantage of their users, just as any big corporation does, to improve *themselves* and add to *their* bottom line.

I want to access the information that these services have, but they shouldn't be able to harvest the personal information that I give in return. They should have to ask me each time if I want my data shared, with every transaction. They should not attack me and collect my data each time I do something or buy anything. We need to have access to convenient services like online shopping, but we also need the opportunity to protect ourselves. Sometimes we don't realize what we need to protect. That's why there needs to be more explanation, and it needs to be clear what we agree to.

Best,

Lee Mitchell

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