

THE GOOD PIZZA

ITALIAN MADE

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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 own The Good Pizza, an Italian restaurant with three locations, and I believe it is unfair that third-party delivery companies are paying to have links to their business added to restaurants' knowledge panels. It is not good conduct on the part of Google. When I first heard about the Google Tax, I felt a sense of surprise and disbelief. I should be given equal opportunity to promote my business the way I see fit, rather than having other companies direct customers to their services.

Because of what Google is doing, customers searching for restaurants are being intercepted by third-party delivery service ads. This is not best practice, and it is very capitalistic. The delivery services *already* have a lot of leverage over restaurants. Even though we pay 30 to 40% for the service, we cannot even contact the client. I have lost some profit margin due to these ordering services.

This situation makes me feel secluded and separated. It's an unfair practice not to give the possibility to everyone and allow just the giants in the online platform to have more advantage. This should be fair and equal to everyone. After all, it's *my* restaurant, so who knows better what information should be displayed in my Google knowledge panel?

Google should ask restaurant owners what we want to put in our knowledge panel. They shouldn't put something up without knowing if that's what we want. There needs to be regulations against Google adding third-party advertisements to a business's knowledge panel without its permission and then profiting off of it.

Sincerely,


Nando DeStefano
Owner