

From the desk of.....

Stephanie Jones

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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

Data is big business. Right now, our information goes to the highest bidder, and that is hurting America. It's not a conservative problem or a liberal problem. It's *everybody's* problem--no matter which party you belong to or which way you lean. Considering this fact, I fully support a consumer's right to control how their personal data is used online by commercial entities.

I work in direct marketing, so I understand how some information needs to be collected in return for the provision of online services and apps. But, I want to be clear about what is acceptable and what is not: I don't mind the media companies gathering *metadata*, but I don't like that they take *personally identifiable* data. The reason? I feel that personally identifiable data can be used against me down the road.

For instance, if I'm on Facebook and someone in the family is sick, and I do research on the illness, I don't want to be flagged as someone who *has* that illness based on my smartphone or tablet search. I don't mind that these companies are using metrics for the *type* of searches people use. But, I don't want someone to be able to narrow that down to a specific *individual*. That is an invasion of privacy. I think there should be some way that our information is **not** bought and sold on a commercial level, but stored for judiciary law enforcement.

We are at risk of identity theft and hacking in many different ways. I have had my card numbers stolen right at the gas pump. At times I think I'd like to go back to "cash and carry" because it's so much safer! I'm also careful about the devices that I choose to have in my house because I am so concerned about privacy and data security. However, it's impossible to completely disentangle ourselves from these companies because they have become a vital part of our day-to-day lives.

We use these services to communicate with people across the country. We use them to do business. If we tried to stop, it would mean going off the grid and walking away from everything. We shouldn't have to make that choice. There needs to be much clearer disclosure of terms for the data that these sites collect and use. And there should be more control for consumers--at least on the commercial side of it--so that users can say what data companies are allowed to share with specific types of entities.

Sincerely,

Stephanie Jones

A handwritten signature in blue ink, appearing to be a stylized 'S' or 'Stephanie'.