

Bill Shreve

August 14, 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 am a veteran, and many of my loved ones are currently serving or have served in our nation's armed forces. It bothers me to know that nearly everything people do online generates data that the big media companies are collecting and then selling. It bothers me for the simple fact that it's not private.

I don't want people having access to my personal data. I own a business, and I don't even come near the computer to do our banking, social events, and documents. In fact, we don't keep our business accounts on the computer at all because I don't trust people. However, I do use email and Google. My wife has a master's degree, and she handles reading the terms and conditions of these services.

There is no way the average person can understand all that legal language. I taught for 35 years, and the illiteracy rate in our country at this point is disgusting. Given that, how can people understand what they are reading in order to consent to using these online platforms?

Further, I don't feel good at all about the pervasive location tracking that is done by Google and the Android phones. There is no security there. The European Union also fined Google billions of dollars because it was keeping out competitors in the smartphone market. I think it would be in the best interest of everyone to stop this anti-competitive behavior. As a businessperson, I know how competition is what stimulates growth.

Without a doubt, consumers should have a say in what data is collected by the media companies and how it is used.

Sincerely, _____

Bill Shreve