



9000 Crow Canyon Rd, Suite P
Danville, CA 94506
Phone: (925)-389-1025



August 10, 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 own Garlex Pizza, and I have noticed that Google is selling ads to third-party delivery services that appear near the top of the "knowledge panel" for restaurants. As a small business owner, I can't compete with that. I can't make an ad appear saying, "Call now and order from me." As a result of these ads' placement, the customer naturally thinks that the third-party services are the only way to order. That is confusing for them. In fact, I think of this as these companies *stealing* customers, and that's not fair.

I'm not able to compete by putting my own link where the paid ad is because I don't have the big bucks that these big companies have. There needs to be a change that allows small businesses to place their own link there instead. I looked into what happens when customers are redirected to these third-party delivery services through links. I discovered that customers were being given coupons to train them to order via the links, for which the companies were charging me a percentage. So, I was actually *paying* the customers to use these third-party services! This situation has led to a significant loss of revenue for my business.

The knowledge panel on Google is *my* information, and *I* should be in control of *my* information. Otherwise, Google is misrepresenting my company. They are making my customers feel that if they want to order my food, they have to do it this way. Even though I offer this service myself, I cannot stop the delivery companies from advertising in a way that makes them seem like they are the only option. There is no way to communicate to the customer online, "No, if you actually call me, I deliver." In fact, they may think they *are* contacting me directly. This is a case of unfair competition, pure and simple.

This situation is taking money out of my pocket. Since these companies are so big and Google is trying to make money, it feels like there is nothing I can do. That's why the FTC needs to control the Google Tax. Better still, they need to stop it. Right now, we can't compete with the businesses who are buying these ads, and that needs to change.

Sincerely,

Gary Martinez
Owner