

## **STOP Consumer Trafficking is good for small businesses. The movement starts in Bothell, WA**

Jason Gaylord, Founder of the STOP Consumer Trafficking Movement and the company Localloop, continues his 31 day rooftop vigil, living on top of the Bothell Chiropractic building. The vigil started on July 4, 2015 (the Declaration of Internet Independence Day,) and is being held on behalf of consumers and small business owners, bringing awareness as to the dangers of consumer trafficking, which is simply defined as “taking your personal information and selling it for profit without informed consent.”

In Andrew Keen’s book, *The Internet is Not the Answer*, the author writes, “Google and Facebook have hollowed us all out. We are all working for [them] for free, manufacturing the very personal data that makes their companies so valuable.” It is this very data that is sold to Amazon, who then targets consumers with ads based on information gathered from activity posted on social networks and Internet searches. Does this practice put small business owners at a disadvantage? You bet it does! When Amazon is able to raise billions of dollars in the capital markets to build a company that continually loses money as a strategy to sell millions of products and gain market share, the long-term effect is that margins will compress and millions of small business owners will ultimately be driven out of business.

Gaylord asks, “What happens to Main Street Bothell and small business owners everywhere when this trend continues to happen with Google, Facebook, Amazon and other Big Internet companies? What happens to the millions of jobs lost when small business owners shut their doors forever?” According to Andrew Keen, Amazon is one of several companies that have been identified as the Internet’s biggest destroyer of jobs in small town America. Could your company be next?

The purpose of Gaylord’s vigil is to raise awareness as to the personal costs of losing online privacy, the impact to small business owners and local economy, and most importantly offering two solutions at the end of the 31 day campaign: (1) for consumers, a way to fight back and regain personal online privacy and (2) for small business owners, how to fight back and learn how to become a more effective and profitable owner by better understanding what today’s consumer want and how to best give it to them while still making a profit. To learn more, go to: <http://www.StopConsumerTrafficking.com> or <http://localloop.com/BusinessOwner/BusinessHome.aspx>.

