

Dear FCC,

My name is John Smith and I live in CHATTANOOGA, TN.

Net neutrality, the principle that Internet service providers (ISPs) treat all data that travels over their networks equally, is important to me because without it users may have fewer options and a less diverse Internet.

A pay-to-play Internet worries me because ISPs could act as the gatekeepers to their subscribers.

Pay to play will discourage and retard the ultimately inevitable universal spread of unlimited & unthrottled data plans from ISPs, especially in the wireless sphere. While unlimited & unthrottled data is massively in the consumers best interests & is massively popular & therefore ultimately inevitable, in the short to medium term, allowing any situation OTHER than full & unhindered Net Neutrality to fester will divert ISP attention & financial resources AWAY from innovation & network development. It won't stop it of course. But, by taking the pressure off, it WILL slow it down. ISPs will instead be encouraged to divert, expend and ultimately waste financial resources on political & legal maneuvering & power plays; which in an environment of STRICT Net Neutrality would have been properly invested in technological innovation & network upgrades & expansion. In other words, given an inch of licence, the ISPs will see a weakness, drive a wedge in it & take a mile. Best to not give them ANY hope whatsoever of escaping their duties & focus them on the only task that consumers require of them, which is to always be the best, biggest, fattest, fastest, most reliable & most user friendly & secure "big dumb pipe of unlimited unthrottled data" that they can be. We DON'T need or WANT them to be ANYTHING else! And we certainly don't need or want them to be aware of where we are online, which is implicit in the pay to play gambit. On that front, data will soon be VPNed from end to end for all users at all times, by default. The Orwellian Screwballs at the NSA have considerably enhanced & sped up that "always was an inevitable thing" by several years. Net Neutrality is more important than ever to provide Americans with the peace of mind they crave, and which the Constitution requires, in our day to day communication. It will spur & help to flourish, a kaleidoscope of new & innovative security enhancing technologies, from various companies which will not have the financial resources to push their possibly superior data security solution over an exclusionary "pay to play" fence that necessarily will favor well funded established "pay to players". Consumers will suffer as a direct result, as innovation is delayed & stifled.

Finally, even though most consumers want unlimited unthrottled data. There are those few, who either cannot afford it, or simply don't want or need it. For those, an across the board mandate of Net Neutrality will ensure that, at ANY given point in time, the latest & best ISP technology is being deployed. This will inevitably ensure that they receive at all times, a higher level of raw performance from the web, than if the ISPs were allowed to focus on politics & therefore allow their networks to be LESS than they would have been under Net Neutrality. The internet, while correctly in the hands of the PRIVATE sector, is a public resource of sorts as well. To give an imperfect illustration, "public water" passes through private lands, and sometimes comes from aquifers underneath land that is a mix of private & public. When it is provided as a service for a fee, whether it is provided by private or public means, it would be completely unacceptable to ANYONE for the water company to monitor the purpose for which the water was used. Whether to bake a cake or flush a toilet or wash the dog. It's simply none of their business. And it shall permanently REMAIN so! I think most reasonable people can agree that, private industry prerogatives aside, no water company would have ANY right to prioritize water pressure or volume or pricing based upon consumer intent with that water. If a deal was struck between the deep-pocketed corporate owners of Jell-O or Kool-aid to provide free or reduced price water for those purposes, people would be incensed. They would suddenly start worrying about corporate or government monitoring of their kitchen & cooking habits. People should not have to worry about that... and the same peace of mind should apply to their data. The governments and private corporations alike should design things so that they are PERMANENTLY and

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IRREVOCABLY out of our way and treat We The People like we are the boss, not the other way around. Let a thousand flowers flourish!

Btw, I am a political conservative, and part ways sharply with the corporatist types who run far too much of the Republican (and Democrat) Parties. I don't like the idea of government regulation of private industry, but recognise that sometimes it is necessary to keep dysfunction from arising around situations where monopolistic tendencies can quickly arise, and especially where in order to work, these tendencies will necessarily intrude into consumer privacy matters.

Please require unconditional Net Neutrality. Thank you.

Sincerely,

John Smith