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NOTABLE DECISIONS BY THE ADVERTISEMENT BOARD FOR THE PROTECTION OF CONSUMERS

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At the 348th meeting of the Advertisement Board ("**Board**") under the Turkish Ministry of Trade, held on August 13, 2024, advertisements and practices that affect the interests and economic choices of consumers, deceive and mislead consumers, and exploit their lack of experience and knowledge were reviewed. Out of the 138 cases examined, 128 were found to be in violation of regulations, and it was decided to impose a total administrative fine of TRY 16,257,632 along with a suspension and/or correction penalty for the said advertisements and commercial practices. Below are some notable decisions from the meeting, which addressed misleading and deceptive advertisements and commercial practices.

- In the promotional advertisements for a timeshare facility frequently chosen by consumers for health tourism, it was found that the facility continued to promote the thermal spa areas and included pool images and the term "thermal" in its advertisements, even though the Provincial Directorate of Health had sealed the facility. The Board decided to impose a suspension of the advertisements and an administrative fine on the company.
- In "for sale" advertisements for properties listed on real estate websites, it was discovered that unrealistic prices ("TRY 1," "TRY 100," "TRY 20,000") were mentioned, but these prices were not reflective of the actual sale. Due to the misleading nature and the harm caused to consumers, the advertisements in question were ordered to be suspended.
- It was identified that the prices displayed in an online search engine and the prices shown after being redirected to the website were different. The Board decided to suspend the advertisements and impose an administrative fine on a foreign-based company operating in the tourism sector for deceptive and misleading pricing offers to consumers.
- It was found that while the foreign version of the website of a company operating in the footwear sector mentioned the presence of pigskin in the product composition, this information was not included on the Turkish version of the website. Due to incomplete disclosure, the Board decided to impose a suspension of the advertisements and an administrative fine.
- A company operating under the name of "consultancy" made promises on its website and social media accounts that all kinds of compensation claims, arising primarily from traffic and work accidents, would be delivered to the rightful owners in the shortest possible time. It was determined that the company was conducting activities that are legally reserved for licensed attorneys, such as offering opinions, filing lawsuits, defending, following legal procedures, and preparing related documents, despite not having any legal authority to do so. According to Law No. 1136 on Attorneys, any activity that involves bringing business to an attorney for a fee constitutes a criminal offense. The Board evaluated that these promotions were misleading and deceptive, exploiting the lack of consumer knowledge, and causing harm to consumers. As a result, the company was given administrative fines, and the advertisements were suspended.

You can access the full press releases regarding the decisions taken at the Board meeting held on August 13, 2024 [here](#). Please note that the press releases are only published in Turkish.

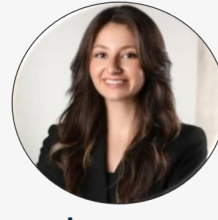
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