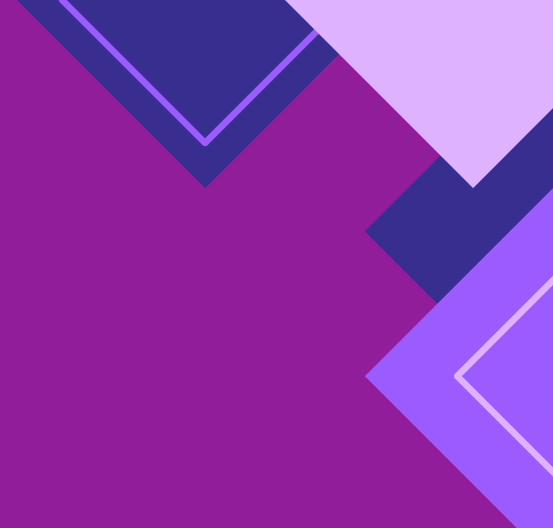


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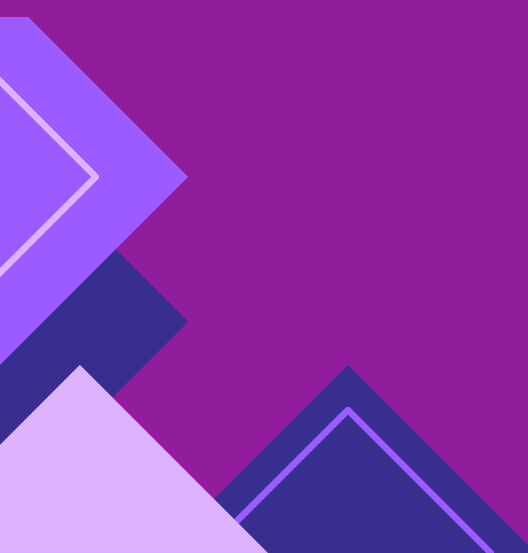
Attorneys-at-Law

DECISIONS TAKEN AT THE
MEETING OF THE
ADVERTISEMENT BOARD DATED
OCTOBER 9, 2025 AND
NUMBERED 362

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At its 362nd meeting held on 9 October 2025, the Advertisement Board (“Board”) operating under the Ministry of Trade evaluated a total of 99 files. As a result of the examinations, violations of consumer protection legislation were identified in 92 cases, leading the Board to impose administrative fines amounting to a total of TRY 26,156,630, together with advertising suspension measures in respect of those files. In addition, an access-blocking measure was ordered for 1 file.

In the decisions rendered in October, the Board particularly identified incomplete or misleading information in the advertisements of companies operating in the communications, retail, fashion, home textiles, e-commerce, technology, and automotive sectors, particularly with respect to price discounts, campaign conditions, stock and delivery information, product characteristics, superiority claims, and membership and subscription information.

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Sanctions Imposed Due to Ambiguities and Misleading Claims in Campaign Information

- In the campaign titled “Buy 1 Get 1 Free on All Deodorant, Stick and Roll-On Products,” which Metro Grosmarket announced as valid between 8–22 August 2025, it was determined that although a main promise was presented indicating that all products were included within the scope of the campaign, for certain brands the validity period was limited only to 8–16 August 2025. The Board evaluated that this practice created an inconsistency with the main promise regarding the scope of the campaign and was misleading to consumers; accordingly, an administrative fine amounting to TRY 86,358 was imposed on Metro Grosmarket, together with a suspension measure for the relevant advertisements.
- In the campaign promotions displayed by EHM Mağazacılık Sanayi ve Ticaret A.Ş., which included the statements “80% Discount on All Products” and “50% + 50% Discount” at English Home stores, it was found that the discount did not apply to all products and that scope and duration of the campaign were not clearly disclosed. Due to these promotions being misleading to consumers, the Board imposed an administrative fine of TRY 86,358 on EHM Mağazacılık and ordered the suspension of the advertisements.

- In the campaigns conducted by Gusto Giyim Sanayi ve Ticaret A.Ş., the expressions “Up to 70% + Additional 20% Discount” were used; however, it was determined that the advertisements did not specify which products were subject to the discount or the duration of the campaign. The Board concluded that these omissions created a misleading perception of the discount for consumers and decided to suspend the relevant advertisements.
- In the promotion materials used at the Home Sweet Home store located within Cevahir Shopping Mall, which stated “30% + 20% Discount on All Products”, it was determined that the discount did not, in fact, apply to all products and that information regarding the scope of the campaign was not clearly provided. The Board, finding these promotions misleading for consumers, ruled for the suspension of the advertisements.

Sanctions Imposed Due to Contradictory or Restrictive Statements Regarding the Scope of Discounts

- In the promotions disseminated via text message and the internet by D-Market Elektronik Hizmetler ve Ticaret A.Ş., the statements “50% discount coupon valid across all categories” were found to create the impression that a 50% discount was applicable to all products; however, it was determined that the discount was limited to TRY 100. The Board evaluated that the expression “50% discount valid across all categories is here” used in the advertisements, created an inconsistency between the main promise and the actual practice, causing confusion regarding the scope of the discount. Therefore, the Board concluded that the promotions in question were misleading to consumers and imposed an administrative fine amounting to TRY 863,580 as well as a suspension sanction on D-Market Elektronik Hizmetler ve Ticaret A.Ş.
- Despite the promotional materials displayed at the entrance of Madame Coco stores stating “Great Offer. 75% discount on all products”, it was found that a significant number of non-discounted products were available on the sales floors, that the start and end dates of the discounted sales and stock information were not provided to consumers, and that the scope of the campaign was presented in a manner inconsistent with the main promise. For this reason, the Board concluded that these promotions created the perception of a broad-scope discount and were misleading to consumers; accordingly, an administrative fine amounting to TRY 86,358 was imposed on Deha Mağazacılık Ev Teks. Ürn. San. Tic. A.Ş., together with an order for the suspension of the advertisements.
- In the promotions carried out on the website of Samsung Electronics İstanbul Pazarlama ve Ticaret Ltd. Şti., it was determined that the claim “Gift card loaded with TRY 5,000” was found not to reflect the truth, as consumers were in fact provided with only TRY 2,500 cards. The Board found the discrepancy between the promised benefit and the actual practice to be misleading and imposed an administrative fine of TRY 550,059 and ordered the suspension of the advertisements.

Sanctions Imposed Due to Outdated, Misleading, or Unauthorized Promotional Practices

- Although the travel agency operating license issued to Alpem Taşımacılık Turizm Sanayi ve Dış Ticaret Ltd. Şti. had been revoked by the Board on 30 December 2024, it was determined that the company continued to present the expressions “TÜRSAB member A-group travel agency with certificate number 12826” on its website, thereby creating the impression that the company was operating as an authorized travel agency. The Board evaluated that promoting the company as a travel agency despite the termination of this status was misleading to consumers; accordingly, an administrative fine amounting to TRY 863,580 was imposed on Alpem Taşımacılık Turizm Sanayi ve Dış Ticaret Ltd. Şti., together with a suspension sanction for the relevant promotions.
- In the “ReeV Fancy” electric vehicle reservation campaign conducted by Reeder, it was determined that, contrary to the statements “Reservation with TRY 40,000 down payment – special price for the first 100 customers”, down payments were collected from thousands of consumers, the vehicles were not delivered, and the campaign conditions did not reflect the truth. The Board evaluated these promotions as misleading and ordered the suspension of the advertisements of Reeder Elektronik Akademi ve Mağazacılık Ticaret A.Ş.
- In the examination conducted regarding Arçelik’s product review system, the Board determined that consumer comments containing negative product experiences were not published on the platform and were instead classified as “technical support requests”, without informing the consumer of this classification. The Board considered that this practice could create an incomplete perception regarding product performance and ordered the suspension of the relevant advertisements of Arçelik Pazarlama A.Ş.

Sanctions Imposed Due to the Misleading Use of Technical Information, Logos, or Scientific Claims

- In the promotions conducted by Turkteknik İletişim Hizmetleri Ltd. Şti., it was determined that consumers were provided with inaccurate information suggesting that they would experience problems with their internet services and were thereby directed to purchase modems or signal boosters, and that return processes were not executed. The Board evaluated this practice as an unfair commercial practice that adversely affected consumers' economic decisions and imposed an administrative fine of TRY 86,358 together with a suspension measure for the commercial practices in question.
- In the telephone calls made by Skynet Haberleşme Teknoloji San. ve Tic. Ltd. Şti., it was likewise determined that consumers were provided with incorrect technical information, were directed to make purchases, and that the company failed to respond official correspondence of the Ministry. The Board found these promotions contrary to the principles of transparency and fairness and imposed an administrative fine of TRY 86,358 on the company.
- In the promotions published across various platforms for products under the "Glint" brand by Glint Herbal Clean Kimya A.Ş., it was determined that claims such as "100% herbal and natural", "contains no chemicals", "leaves no harmful residue", "waterless cleaning", "environmentally friendly formula" and "suitable for asthma patients" were not scientifically substantiated; furthermore, the use of phrases and logos such as FDA, EcoLabel, and Carbon/Water Footprint on the packaging and in the promotions created the perception of official approval for consumers. The Board evaluated these environmental, health, and performance claims as misleading and imposed an administrative fine amounting to TRY 8,635,800 on Glint Herbal Clean Kimya A.Ş., together with a suspension sanction.

Sanctions Imposed Due to Demand-Generating and Unlawful Promotions in the Healthcare Sector

- In the sponsored promotions published in Google search results by Medicana Hastane İşletmeciliği A.Ş., it was determined that paid advertisements belonging to the institution were displayed through search expressions such as “varicose vein treatment” and similar terms, and that these promotions exceeded the permissible limits of informational content in the healthcare field and were of a demand-generating nature. The Board evaluated that advertising healthcare services in a manner that presents such activities as commercial offerings was contrary to the legislation; accordingly, an administrative fine of TRY 550,059 was imposed on Medicana Hastane İşletmeciliği A.Ş., along with a suspension measure for the relevant advertisements.

Contact



Can Güner
Founding Partner
can.guner@bicerguner.com



Elif Şatır
Senior Associate
elif.satir@bicerguner.com



İrem Efe
Associate
irem.efebicerguner.com



Mert Yılmaz
Legal Intern
mert.yilmaz@bicerguner.com



Berke Özakça
Legal Intern
berke.ozakca@bicerguner.com

BİÇER GÜNER

Attorneys-at-Law