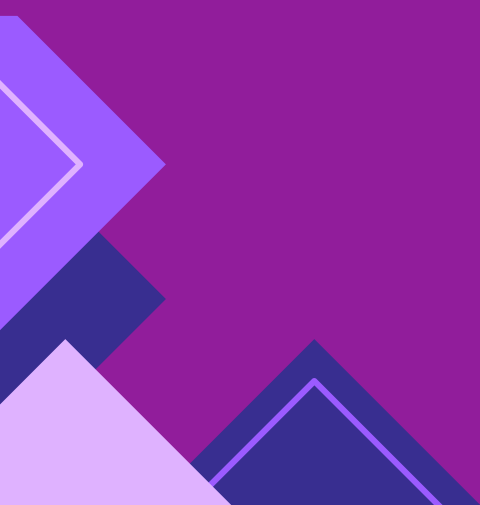
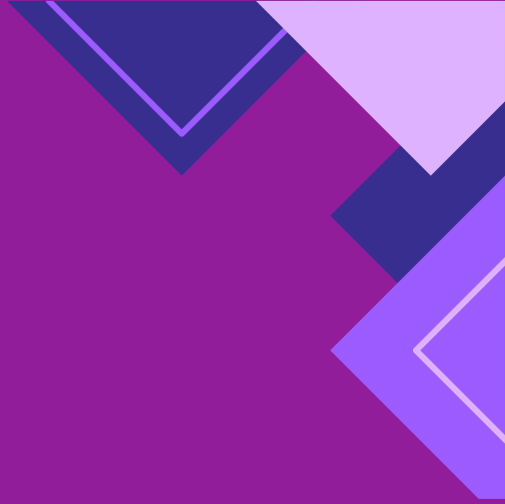


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DECISIONS TAKEN AT THE MEETING
OF THE ADVERTISEMENT BOARD
DATED FEBRUARY 13, 2025 AND
NUMBERED 354



The Advertisement Board (“Board”), operating under the Ministry of Trade, reviewed 205 files during its 354th meeting held on 13 February 2025. Following its assessment, the Board determined that 183 of these files were in violation of the relevant legislation and imposed a total administrative fine of TRY 30,237,803. In addition, it ruled for the precautionary suspension of one case and imposed access restrictions on 37 cases.

Obilet Sanctioned with a Cease and Desist Order Due to Unverified Consumer Reviews

The Board emphasized the importance of the reliability of consumer reviews in online shopping and made it mandatory to establish systems that allow only those who have actually purchased the service to leave a review. In this context, it clearly underlined the necessity of implementing infrastructures that ensure the verifiability of such reviews.

- In this context, it was determined that the “Facility Reviews” section on the website www.obilet.com, operated by Obilet Bilişim Sistemleri A.Ş., included user reviews sourced from the Google platform whose accuracy could not be verified. Since these reviews were published without confirming whether the individuals had actually used the service, the practice was deemed to constitute an unfair commercial practice. Accordingly, a decision was made to impose a cease and desist order on Obilet Bilişim Sistemleri A.Ş. in relation to the said commercial practice.

BluTV and Gain Fined a Total of TRY 1.1 Million in Inspections on “Dark Commercial Patterns”

The Board once again strongly emphasized that online user interface designs which negatively affect consumer will and make actions such as cancellation more difficult will be considered “dark commercial patterns”. Accordingly:

- BluTV İletişim ve Dijital Yayın Hizmetleri A.Ş. was fined TRY 550,059 for failing to provide clear and understandable information to users during the membership cancellation process, despite using phrases such as “Cancel anytime” and “Easy one-click cancellation” on its website.
- Gain Medya A.Ş. was fined TRY 600,000 for using distracting content during the cancellation process, making the cancellation steps effectively invisible, and placing the “Continue Cancellation” button in small print at the very bottom of the page—thereby obstructing the consumer’s right to make informed and rational decisions.

The Board Continued Its Oversight of Misleading Price Information in the Retail Sector

- TT Mobil İletişim Hizmetleri A.Ş. and its İzmir-based dealer, Japon Elektronik Eşya Pazarı Tic. ve San. Ltd. Şti., attempted to attract consumers with a store window advertisement stating “Prepaid Lines TRY 285 – Limited Time Offer.” However, it was determined that the actual cost of the service ranged between TRY 600–700, and that consumers were not provided with sufficient information. Due to this misleading promotion, TT Mobil was issued an administrative fine of TRY 54,987 and a cease-and-desist order, while the dealer was also penalized with a cease-and-desist order.
- A similar violation occurred at a Vodafone dealership operated by Maxx Yatırım Ticaret A.Ş. The store displayed a promotional poster advertising “40+40 GB, 2500 Minutes + 250 SMS for TRY 599,” but failed to disclose that the additional 40 GB of data was only available to users under the age of 26. As a result of this lack of transparency, the company was fined TRY 54,987 and subjected to a cease-and-desist order.

Suspension Penalty from the Board for Unsubstantiated Advertising Claims such as 'World's No. 1' and 'Turkey's First'"

The Board examined advertisements containing superiority claims that were contrary to the principle of accurate consumer information and lacked objective and verifiable evidence, and evaluated unverifiable superlative expressions as unfair commercial practices. Accordingly,

- Türk Philips Ticaret A.Ş. received a cease-and-desist order for its advertisement of the Airfryer 3000 on its website, which included the statement, “Philips brings the world’s No. 1 Airfryer into every home.” The claim was considered an unverifiable superiority assertion lacking supporting evidence.
- Similarly, Uğur Soğutma Makinaları Sanayi ve Ticaret A.Ş. was also penalized with a cease-and-desist order for using the phrase “Turkey’s first domestic horizontal deep freezer with a digital display and D energy class,” which was deemed to contain a scientifically unsubstantiated and standalone superiority claim.

Trendyol Fined for Omission of Clear Installment Terms

- The Board examined the advertisements published on the website www.trendyol.com by DSM Grup Danışmanlık İletişim ve Satış Ticaret A.Ş. and although the site stated that various credit cards were eligible for 3–6 month installments, the ad for the product “Raicon Inflatable Mattress” did not provide installment options for Axess and Bonus cards.
- The Board determined that the failure to present clear, accessible information on the campaign terms and the inability to deliver the advertised installment options constituted misleading and deceptive practices. Consequently, the Board imposed an administrative fine of TRY 863,580 and issued a cease-and-desist order against the said advertisements.

Suspension Order Issued for Advertisements Containing English-Only Technical Descriptions

- The Board reviewed the advertisements published by Asus Bilgisayar Sistemleri Tic. Ltd. Şti. for the Zenbook 14 OLED product. It was observed that technical specifications such as memory and processor details were presented solely in English without their Turkish equivalents.
- The Board considered that expressions such as “Up to” may not be easily understood by the average consumer and that the lack of distinction between different models created informational confusion. These deficiencies were deemed to exploit the consumer’s lack of knowledge and experience. Accordingly, the Board imposed a cease-and-desist order on Asus.

The Board Intervened in Untransparent Discount Practices in Sales Advertisements

The Board emphasized that references to discounts in sales advertisements must be transparent, evidence-based, and presented in a manner that does not mislead consumers.

- Turkcell Satış A.Ş. published an advertisement on <https://www.turkcell.com.tr/pasaj> under the title “Exclusive Offers on Selected Nespresso Products,” promising “Discounts up to TRY 12,400.” However, the advertisement failed to include the pre-discount prices of the relevant products, and the company did not provide documentation verifying those prices. The Board found that such presentation could create a misleading perception of the price advantage and therefore imposed an administrative fine of TRY 600,000 and a cease-and-desist order.
- Atasay Kuyumculuk Sanayi ve Ticaret A.Ş. ran an advertisement for its “15th Traditional Gold and Diamond Tent” campaign on the website www.atasay.com and various television channels. It was determined that the prices shown as pre-discount were not the lowest prices applied in the 30-day period preceding the campaign. The Board concluded that the advertisement was deceptive and misleading and imposed an administrative fine of TRY 2,200,258 along with a cease-and-desist order regarding the advertisement.

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