







exceeded the limits of appreciation and praise. As a result, it was detected by the Board that consumers generally use food platforms for ordering food, and it is not a usual and customary consumer behavior to order only a small-sized water from a restaurant that offer food and it was noted by the Board that in the concrete case all customers who ordered small-sized water shared highly positive review about the food offered by the restaurant, which created an impression that the food offered by the restaurant satisfies the consumers at the highest level in terms of taste and service quality. Further, it has been evaluated that the mentioned comments and evaluations have been made intentionally with the aim to manipulate consumer preferences and purchasing decisions and that the commercial practices in question are unfair commercial practices aimed at significantly disrupting the economic behavior of consumers. Accordingly, the Board ordered the cease of the mentioned advertisements and commercial practices.

- The Guideline also specifically states that consumer reviews containing health claims contrary to the relevant legislation may not be published. Accordingly, the Board in its decision dated October 2023, examined the health claims contained in the comments regarding the products sold through an e-commerce website such as "successful in eliminating edema", "very useful for cellulite", "I have been using it for 3 days and I feel quite light" and found it violating that the expressions such as "about edema", "weight", "gastritis" were presented to consumers as a filtering option under the heading "filter by subject" determined by the advertiser. Accordingly, the Advertisement Board issued a cease order with respect to the mentioned unfair commercial practices and imposed an administrative fine of 347,128 TRY.

