

Law No. 4822

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Article 16 of Law No. 4077, “ Law on Protection of Consumer “ , changed from Law No. 4822 , headed “ Commercial Advertisements and Ads “ ;

Commercial advertisements and ads shall be honest, true and appropriate according to Laws and principles, general morality rules, public order and human rights specified by Board of Advertisement.

Misleading and false advertisements, ads and camouflaged advertising for consumer and advertisements profit by experience and information deficiency may not be published. In kind, advertisements endangered consumer's life and property security , promoted to violence and crime, threatening the public health, exploited the ageds, children and handicapped people may not be published.

Second Part : Principles

First Principles :

Article 5 - First principles designated below predicated on commercial advertisements

- a) Advertisements shall be honest, true and appropriate in accordance with Laws and general morality rules.
- b) All advertisements shall be served honest competitive principles are found acceptance by public opinion and business life which involve the financial and social responsibility conscious.
- d) Regardless of advertisement's form and published channel , advertisement shall be obviously understood. If an advertisement are published in the channel involves the information and interpretation items , shall be obviously denoted for understand easily that it is an advertisement. Camouflaged advertising may not be published.

Honesty and Accuracy

Article 7 – Advertisements have to be honest and true according to points specified at the below :

- a) Advertisements may not profit by consumer's experience and information deficiency and may not abuse consumer's confidence.
- b) Advertisements building image in very short times with using electronic instruments or other tools and the advertisements whose structures are changed without the viewer's information so giving harmful messages to the subconscious may not published.