

**Turkey Legal  
Update**

**September 2020**



By Saim Dursun ©

## Turkish Color of the Month

Born  
in  
Elazığ  
on the  
east  
of  
Turkey,  
Saim  
Dursun,  
depicts, with  
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warm  
liveliness of  
light  
and  
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spatula, the  
true  
Anatolian  
picture  
uncovering  
the  
strong  
willpower of  
Turkish  
people and  
their  
joy of  
life  
despite  
hardship.

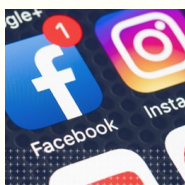
# Postponed Articles of the Turkish Code of Obligations Concerning Workplaces Have Entered Into Force

Corporate and M&A

By Filiz Toprak Esin and Selin Başaran Savuran

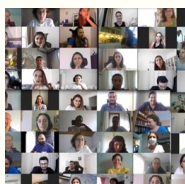
The postponed articles of the Turkish Code of Obligations regarding workplace lease agreements, where the lessee is deemed a merchant or legal entity, have entered into force as of 1 July 2020. These provisions bring important novelties.

## News and Events



### Webinar: Advertising and Promotion Mechanisms in Social Media

Hande Hançar and Baran Güney will speak on regulations and principles regarding social media advertising activities at our webinar.



### We Welcomed Our New Formal Trainees

In our new term opening meeting, we were together even though we were far away. On this occasion, we welcomed our new formal trainees who have recently joined us.



### Middle East Healthcare Compliance Certificate Virtual Program

Filiz Toprak Esin will speak on compliance environment in life sciences industry in Turkey at the program organized by Seton Hall Law School.



### MIP IP STARS 2020 Rankings Announced

We are proud to be listed as tier 1 firm on 4 out of 5 categories and our 4 lawyers are recognized as IP Stars.

## Turkey's New Data Storage and Transfer Requirements for Banks

Data Protection and Privacy and Finance

By Begüm Yavuzdoğan Okumuş and Direnç Bada

The new rules bring further requirements in relation to privacy for Banks. The transfer requirement for customer confidential information and the system localization must be examined with the privacy rules at PDPL to avoid severe measures.

## Influencer Marketing in Turkey

Technology, Media and Telecom

By Hande Hançar and Baran Güney

Due to lack of specific laws related to influencer marketing and advertising through social media general advertising rules are applied in Turkey. Some specific principles related to testimonial advertising should also be regarded.

## The Regulation

## The Regulation on Sales, Advertisement and Promotion of Medical Devices Has Been Amended

Life Sciences and  
Technology, Media and  
Telecom

By Dicle Dođan and  
Fatma Sevde Tan

Amendments have been made in terms of the restrictions imposed on medical device sales and advertisement activities.

## Analysing the Relationship Between AI and Copyright Law

Copyrights

By Mutlu Yıldırım Köse and Havva Yıldız

AI technologies continue to evolve with an increasing impact on intellectual property law, especially copyright and trademark law and this article examines current developments and suggestions as to the possible changes and effects.

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