

THE

GÖKÇE



YARALI

# Fine PRINT

June 2017

57

## Big Data: Big Brother

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Görkem Öğüt

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## BIG DATA : BIG BROTHER

The biggest risk a company takes in the 21st century is to meet the marketing and sales goals. Both starting to a business and keeping it moving might cause companies to suffer from major losses because of not knowing the market or the customers. This problem was attempted to be overcome by methods such as observation or instinct however, today, technology has changed the general environment. Today, we can analyze not only societies but also individuals which allow making to the point sales. This is where the secret of Google, Netflix, WhatsApp or Facebook's success is hidden: **Big Data**.

Even though many people first think of thousands of rows on an Excel sheet when they first hear of Big Data, it actually is a data compilation of thousands of terabytes composed of millions of clicks on the web, which can only be stored in extremely big storages and is too big for human mind to analyze without a computer. As can be guessed, the critical point here is not to collect this incredible amount of data, but to figure out how to process and interpret this reservoir. This is the point where new specialties such as data scientism/mining for developing the Big Data implementations come into play.

### What is Big Data?

Basically, Big Data is a keyword which is used to refer tens of disciplines such as real-time data analysis or data analysis with a statistical approach. Therefore, it does not establish a methodology alone, but expresses data piles that are too big for humans to make sense of on their own. So, numerous data like millions of tweets shared each day, WhatsApp texts, Facebook posts, movies, likes, clicks, time spent on a page or the movement of a smartwatch-wearing-arm constitutes the content of the Big Data. The duty of the specialists working on the Big Data is to convert this massive pile of data into meaningful segments, collect statistical information and categorize the users.

### Usage of Big Data

Step by step, Big Data has begun to be a part of our daily lives. This can easily be observed in advertisements on e-commerce websites that manifest statements such as "You bought this? Don't miss that!". Using smartphones from young to elderly and continuously collecting data by social media websites produce the raw material which will revolutionize the field of Big Data. Today, only by looking at the online activities, friends, posts and reactions of a person; many features like approximate age, estimated income, religion, race, sleeping pattern, sexual orientation, level of intelligence and life style can be predicted. Accordingly, by having an idea on the spending power and habits of a person, it would be possible to carry out exact and person-based marketing activities.

The most important and critical point of processing Big Data is right here. It is not necessary to examine and analyze a profile for hours to come to a conclusion anymore. A computer with the right algorithms can correctly do the analysis of a user in milliseconds. In contrast with the decreasing expenses of familiarization and analysis of a customer, costs of the transformation rates of advertisements show an accelerated increase. Also, major companies make important decisions based on this data and change their company policies.

It is indeed difficult to imagine where Big Data will be in the future considering the progress it has made only by today's technology.





There are different perspectives on this subject. From a positive perspective, institutions can now offer a special user experience for you, since they know you and your preferences better.

In the past, you were seeing ads or contents which had zero connection with your interest, and now you can see the contents which might directly related to you. The main discussion point is that such detailed personal information obtained by institution can cause how much contradiction with protection of personal data. So, the legal framework must be constituted very clearly as soon as possible. The most critical issue is data brokers' transparency and honesty on the information they collected from users and their usage by third parties. Also, more attention should be paid to sensitive information obtained from users. In the forthcoming period, we will see a lot more usage area for data brokers.

### **3. Do legal areas such as data security or personal data protection impede Big Data sector?**

In fact, these two issues are not contrary to each other; they should be interpreted together. Big Data opens up many new areas which we could not imagine before; all of them is to provide users better and useful experiences. This process just needs to be conducted with this perspective. For this, as I mentioned at the beginning, transparency and honesty of firms need to be taken under control also by the legal regulations.

### **4. What do you think about the situation in Turkey? Do we understand the importance of Big Data or did we miss the train?**

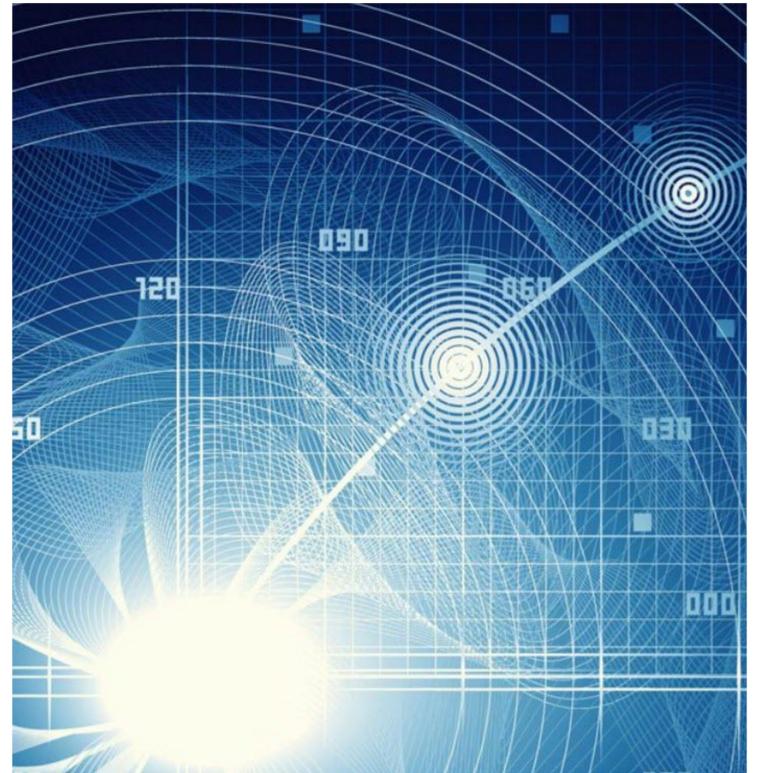
I think the sector professionals in Turkey understand the importance of Big Data and there are also important initiatives in this area. However, the internet penetration in Turkey is still very low; although we understand the importance of data, we cannot produce data or reach them most of the time. So, we can say that the initiatives in this area have not adequately become an issue, yet. The successful examples in the world are growing so fast that catching up with them does not seem easy. However, I do not think we missed the train; I believe that Turkey needs its own models being developed in accordance with its own dynamics.

### **5. You are also the Co-founder and General Manager of Endeksa.com which provides a data-driven solution to the real estate market. Can you tell us a little about your project?**

Endeksa is a platform which estimates real estate valuation automatically; there are similar platforms in abroad but not in Turkey. In addition to estimation of real estate valuation, users can also take real estate appraisers' opinion about their real estate values. With Endeksa it is also possible to reach types of information such as sale and rental values of real estates, value change trends over time, demographic information of residents in the region, election results, living conditions, average household income, socio-economic status and commercial parameters on city, district, neighborhood, even the housing by the users, besides the selected real estate basis.

Our target group is final users; real estate consultants, real estate investors, appraisers, appraisal companies and construction companies that can be called as real estate professionals. We also offer corporate solutions to banks, public enterprises and private companies.

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## 6. In Turkey it is very difficult to obtain data in the real estate market. How did you manage to obtain such data and how does Endeksa make its value estimations with them?

Our starting point while establishing Endeksa was the need and inadequacy of data in the real estate market. With the help of an automatization we own, Endeksa appraisers are able to make value estimations faster and with fewer mistakes by collecting direct data from the field.

We are updating Endeksa database instantly according to the researches carried out by our appraisers in all the cities of Turkey. First of all, we analyze and check the information to provide consistency and accuracy. Afterwards, Endeksa periodically construct new value estimation models by using machine learning methods. With these models and the criteria selected by users we are making the value estimations. Everyone in the real estate market in Turkey needs reliable data. For now, Endeksa makes only real estate value estimations, but until the end of the year we will also activate value estimation features for lands, infields and workplaces. Our goal is to contribute to data-driven development of the real estate market. In this direction, we will bring more innovation for the first time to all sectors which need reliable real estate data.

## COMMUNIQUÉ ON CONFIDENCE STAMP IN ELECTRONIC COMMERCE

Communiqué on Confidence Stamp in Electronic Commerce (Communiqué) came into effect on June 6, 2017 by being published in the Official Gazette. The purpose of the Communiqué is to set the standards which are required to be followed by service providers operating in their own e-commerce platforms as well as intermediary service providers who are operating in the context of e-commerce and willing to obtain a confidence stamp and to regulate confidence stamp application process and rights and obligations of confidence stamp providers.

Service providers and intermediary service providers who are willing to obtain confidence stamp shall satisfy minimum requirements specified in Communiqué.

Confidence stamp applications shall be made through confidence stamp provider institutions (GDS) which are authorized by Ministry of Customs and Trade with a protocol. While the applicants whose compliance to the requirements are determined by the GDS with a report are granted to have a confidence stamp, additional time of 30+15 days will be given to those who do not comply with the requirements. In the event that the cases stated in the Communiqué take place, the confidence stamps obtained by the providers will be canceled, the confidence stamps in the e-commerce platforms will be removed and sanctions such as prohibition of reapplication for a different period of time might be imposed to these providers in case violations are continuously repeated contrary to the notifications have been made.

Turkish version of the Communiqué is accessible in the link below:

<http://mevzuat.basbakanlik.gov.tr/>

[MetinAspx?MevzuatKod=9.5.23634&MevzuatIliski=0&sourceXmlSearch=g%C3%BCven%20damgas%C4%B1](http://mevzuat.basbakanlik.gov.tr/MetinAspx?MevzuatKod=9.5.23634&MevzuatIliski=0&sourceXmlSearch=g%C3%BCven%20damgas%C4%B1)

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# Answers. Not theories.

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### About our firm

Gokce Yaralı Attorney Partnership is an Istanbul-based law firm offering legal services across a broad range of practice areas including mergers and acquisitions, joint ventures, private equity and venture capital transactions, banking and finance, capital markets, insurance, technology, media, telecoms and internet, e-commerce, data protection, intellectual property, regulatory, real property, and commercial litigation. Please visit our web site at [www.gokce.av.tr](http://www.gokce.av.tr) for further information on our legal staff and expertise.

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