

## **Abstract**

This thesis examines online trade and the latest European Union directive that forbids geo-blocking, which could be a breakthrough for the sector. The work dissects the benefits of the regulation not only from the point of view of the consumer, but from that of an e-commerce company as well. It also includes a discussion of the planned international trade accord between the United States and the EU. The work is segmented into four parts.

The first section defines general terms such as international privacy laws, e-commerce, and the internet. It lays out the history of the internet and its beginnings in the Czech Republic, its regulation, and the movement fighting for a so-called free internet. It also examines consumer protections on the internet and the setting of a legal authority to adjudicate conflicts created in internet trade.

The second part is dedicated to e-commerce, which is often understood as a synonym for internet-based trade. It's the differences in these two terms that will be discussed in this part of the work. The definition of e-commerce is discussed as are its individual types, international organizations, and associations overseeing electronic commerce.

The third part of the work examines the Transatlantic Commerce and Investment Partnership between the United States and the EU currently being negotiated. The individual sections are dedicated to the importance of this pact, its effects, and the legal character of this agreement on American regulations. To coincide with the theme of this thesis, the provisions of the deal that will have an effect on e-commerce will be discussed in detail.

The final and most important section is focused on limiting consumer and entrepreneurial activity on the internet through geo-blocking. The beginning of this section defines what geographic blocking is and how the European Commission decided to tackle the problem. This is followed by an examination of N 2018/302, the new directive that prohibits geo-blocking. The section also includes a discussion about contracts and the usability of Rome I in conflicts between retailers and consumers. Finally, the chapter concludes with an examination of the effects of the directive expected by state institutions and the EU and the opinions of e-commerce entrepreneurs, executives, and experts.

The main finding of this thesis is that the current legal regulations of the internet and e-commerce need updating. In light of how dynamically this sector of the economy is developing, it is not a sure thing that adopting directives and restrictive prohibitions is the correct path toward positive legal developments in this sector.

**Key Words:** Internet, International Privacy Law, E-Commerce

