

Resume

The subject of the thesis is consumer protection from the viewpoint of administrative law. The introduction of the thesis is devoted to the definition of the consumer relationship as well as the term of the consumer and the service provider that are the key entities of the aforementioned relationship. It is necessary to say that not only public but also private legal regulations are applicable to consumer protection. For this reason, comparison between public and private law is valid in the wording of the thesis.

In addition, the thesis defines reasons for the necessity of public regulation with respect to this area and points to the fact that there is inequality in the consumer relationship by means of at least a brief specification of means and types of legal protection sufficient for the respective explanations. The institutional provision of public protection of the consumer is covered in an independent chapter where I focused in more detail on the Czech Trade Inspection Authority and the trade offices, namely due to the fact that the second part of my thesis covers the public duties supervised and possibly sanctioned by the aforementioned bodies of the state administration.

Subsequently, I provided a list of fundamental legal regulations regulating consumer protection as such. The list is not at all complete as it has an informative purpose only. In the follow-up explanation, I mentioned at least some of the key EU regulations reflecting in the respective intrastate legal regulations of the Czech Republic.

A special part of the thesis deals with an analysis of the act to regulate consumer protection that, although it cannot be described as the code of consumer law, defines a number of terms and regulates general duties of service providers within the consumer relations on a relatively comprehensive basis. Among the aforementioned ones there are duties pertaining to fair trade, prohibition of unfair business practices, including both misleading and aggressive sales practices, where the respective legal regulations are relatively new to our system of law as they superseded the general prohibition to mislead the consumer. In addition, I tried to define a wide range of duties to inform that the service provider is obliged to provide the consumer with, as well as other duties, the fulfilment of which is necessary. The final part of the thesis covers the regulation of advertising, which forms an integral part of consumer protection and with respect to which I only tried to outline the subject and the necessity to regulate in this specific area.