

## SUMMARY

This diploma thesis deals with personal data protection of data subjects, i.e. natural persons to whom the data refer, in social networks in relation to possibilities of personal data liquidation, i.e. their permanent deletion both from physical data carrier and controller's database, or processor, and from the Internet. The aim of this thesis is to evaluate current law, to show its imperfections, and to present European Commission's regulation proposal that should solve these imperfections.

The first chapter of this thesis focuses on privacy law, development of personal data protection, basic legal principles of their protection, necessary terminology of personal data protection, conception and development of social networks, and question of privacy in social networks. This foundation is followed by an extensive chapter on legal framework of protection which comprises the core of this diploma thesis. The chapter legal framework of protection is formed by problems of territoriality and applicable law, legal relationship of social network service provider and user, and predominantly by data liquidation and legal means of protection.

The second chapter concentrates on preparation of new law on the EU level, which should harmonise personal data protection laws in all EU member states, and is to eliminate imperfections of the present old-fashioned law. This chapter analysis the new proposal for the Regulation of the European Parliament and of the Council on the protection of individuals with regard to the processing of personal data and on the free movement of such data (presented on 25.01.2012), which presents one part of the reform. The chapter discusses reasons for acceptance of the new law, outlines content of the suggested regulation proposal, and reactions invoked by the proposal.

It comes to conclusion that the present personal data protection law in social networks fails to effectively handle current legal problems arising out of social networks environment, and as such, the reform is inevitable. In this regard, the European Commission regulation proposal is therefore not only a welcomed, but also an essential tool for solution of the present dissatisfactory situation.