

## **Abstract**

The purpose of this paper is to provide an introduction to the problems of the protection of *personality rights* in cyberspace. The subject of this study is a segment of minor users of Information and Communications Technology (ICT) services. This paper provides a summary of youth users' activity in cyberspace and an analysis of potential threats to their *personality rights* that use of such services represent. Furthermore this paper provides a comparative analysis of the legal regulation of *personality rights* in the context of cyberspace and new technologies in the Czech Republic, EU, and The United States. This thesis is also exploring the expected changes stemming from current legislative development.

This paper contains case studies that aim to explain the case law and to shift the focus on the aftermath of some of the gravest invasions of privacy of minors while in cyberspace. This study argues that importance should be given to the protection of *personality rights* through civil law measures and to the interdisciplinary cooperation on the legislative process. This paper provides a list of possible alternatives which might give better legal guarantees, not only to minors using of Web 2.0 and new technologies but to all users.