

ABSTRAKT

The purpose of my thesis is to analyse a development of technologies in comparison with the protection of personal data on the internet under law of the EU. However, it would not be possible to describe every single technology and its reflection in law of the EU. Therefore, the thesis is mainly focused on two most significant internet technologies – cookies and cloud computing. The key for selection of the most important representative technologies was especially a frequency of their use.

The thesis is composed of two main chapters, each of them dealing with different aspects of the development of technologies in comparison with protection of personal data on the internet under law of the EU. Chapter One is introductory and defines basic terminology used in the thesis under applicable law of the EU. The chapter is subdivided into two parts. Part One describes personal data and its role in applicable law of the EU. Part Two deals with the specific technologies - cookies and cloud computing. This part particularly points out risks of these technologies and provides possible solutions.

Chapter Two analyzes the upcoming reform of data protection in EU. The chapter is mainly focused on proposal for General Data Protection Regulation, which could dramatically change the protection of personal data on the internet under law of the EU. The chapter consists of two parts which describe the same legal issues as the parts of the Chapter One but in light of the data protection reform. Therefore, both chapters consist of almost identical parts with the difference that the Chapter One reflects applicable data protection law of the EU with its problems and the Chapter Two explains how the data protection reform deals with those problems.

Although the main aim of the thesis was to analyse a development of technologies in comparison with the protection of personal data on the internet under law of the EU, it was necessary to summarize applicable law of the EU concerning the protection of personal data on the internet. Due to fragmented regulation of applicable law on the internet it was not a simple task. However, the thesis provides a simple explanation of the data protection system on the internet in the EU and I hope it may help prospective students with an interest in this area.

The main purpose of this study was to analyse a development of technologies and compare it with the protection of personal data on the internet under law of the EU.

I investigated my initial hypothesis concerning that applicable law of the EU lags behind the development of technologies. Subsequently, this hypothesis has been reached. I suggest that the upcoming reform of data protection in EU should be accepted as proposed by the Commission, but with some minor modifications. But generally, the reform is a step in the right direction.