

Abstract

The aim of this bachelor thesis is to analyse the extent of influence that the European Union has on legal provisions concerning commercial communication in the Czech Republic. The paper describes areas where the European Union sets binding rules that must be followed at national level. The aim is to detect whether these rules are new in Czech context or whether they would have been applied and enforced even without the contribution of the European Union. Moreover, the scope of these rules will be analysed in order to determine the extent of direct influence that the European Union has in certain areas on the everyday life of customers in the Czech Republic.