

## **Abstract**

Personal data protection is only one of many specific fields of administrative law. In everyday life, personal data and their protection are quite wide area that deserves our full attention and it's possible to study it extensively.

This diploma thesis deals specifically with personal data protection while processing them. First of all, it defines the right to privacy and the term personal data. Further, it deals with basic legal requirements concerning personal data processing based on Act no. 101/2000 Coll., on the protection of personal data, including transfer of personal data to other countries and its recent development in Safe Harbor principles that are rules for transfer of personal data into United States of America.

Besides personal data being a unique tool to distinguish individuals from each other, they are a very useful and valuable tool in business too. Therefore the most common way of personal data processing is while carrying on a business. At the end of this thesis, some specific situations were chosen to demonstrate how entrepreneurs process personal data of their customers and other persons they come into contact with. Then the basic obligations of data processing are analyzed with respect to real situations.