

Abstract

This bachelor thesis deals with the impact of online marketing practices on perception of privacy. For this purpose, the theoretical part of this thesis first presents different conceptions of privacy, that are most repeated in the discourse. This chapter focuses on the position of privacy in the context of marketing communication. After that The Czech Privacy Policy as well as the European Union Privacy Policy are described. The last chapter of theoretical part presents different online marketing practises that use customer data. The emphasis is on online behavioral targeting and related remarketing. In the practical part, semi-structured individual interviews are conducted to find out whether users are familiar with these online marketing practices, what they think about them and mainly how do these practices affect their perception of privacy.