

Internet business transactions with an international element

Abstract

The internet is a relatively new phenomenon that emerged a few decades ago. Since that, the importance of the internet was growing, and it has become a tool that the majority of people use every day. Therefore, the legal regulation needed to react to this expansion, and some legal concepts emerged, whereas the other ones were developed to reflect social relationships and business transactions on the internet. Similarly, the concept of consumer protection needed to reflect the changes as well.

This thesis examines internet business transactions with an international element, focusing mainly on the aspects of consumer protection in such transactions. The aim of this thesis is to provide the answers to the research question and following hypotheses. The research question set in this thesis stands as follows: *“Does the legislation analyzed provide adequate consumer protection within the context of international business transactions over the internet.”*

The thesis uses mainly the method of analysis, but also comparative method, method of synthesis or descriptive method.

The thesis is divided into the following chapters: introduction, which provides the reader with a research question and methodology. The next chapter focuses on the explanation of basic terms related to the thesis, followed by the most important chapter with the analysis of 4 EU regulations and directives as well as the Czech Act Governing Private International Law. After that, the development and enlargement of consumer protection are shown on the example of rules governing the representative actions in the EU. The conclusion of the thesis provides answers to the research questions and hypotheses.

The research question can be answered in a way, that adequate consumer protection is maintained within the context of internet transactions with an international element, but there exists a room for improvement of such protection.

Key words: internet, private international law, consumer protection