

In the last two decades the world has experienced enormous growth of the internet users what has created business opportunities in a completely new and very specific space. The goal of this thesis is to analyze the most important legal aspects of internet business transactions with an international element. The internet commerce and subsequently the consumer protection programme has become a legal discipline which is subject of extensive development reflected in setting in legal standards found within the legal code of the Czech Republic.

The thesis is divided into three main parts. It starts with a short introduction of internet environment and its characteristic, focusing on its specific aspects which represent a challenge for the regulation such as decentralisation or geographical independence. The second part deals with the process of closing contracts on and consumer protection within the scope of european regulation such as directive on electronic commerce, directive on the protection of consumers in respect of distance contracts or directive on consumer rights. The third part is dedicated to the role of the international element within internet business transactions and methods of identification of the applicable law and respective jurisdiction. The role of the Court of Justice of the European Union is essential within the interpretation of provisions set forth in european regulations and directives with notable decisions described in the thesis such as *Tessili Italiana Como v. Dunlop AG*, *Somafer SA v. Saar-Ferngas AG* or *Peter Pammer v. Reederei Karl Schlüter GmbH & Co KG* and *Hotel Alpenhof GesmbH v. Oliver Heller*. The cross-border commerce is rising, however, still not reaching high levels. It can be concluded that the legal regulation of internet commerce is still a continuous process which because of the international element, can be only achieved by unification of the rules and laws between different countries.