

# **Abstract**

## **Legal Aspects of Generative Artificial Intelligence**

In recent years, we have witnessed significant advancements in generative artificial intelligence (AI). Tools have been introduced to the market that are capable of producing text, images, audio, or video at a level of quality that is virtually indistinguishable from content created by humans. This technological progress introduces new legal challenges, including the use of copyrighted works for AI training, issues surrounding deepfakes, the spread of misinformation (fake news), and determining authorship of AI-generated outputs.

This rigorous thesis evaluates the current legal framework in the Czech Republic and at the European Union level, which seeks to harmonize these issues. At the outset, the author provides an interdisciplinary perspective on generative AI, connecting technical and legal aspects to facilitate the understanding of this complex issue for those without a technical background. In addition, the thesis offers an explanation of the relevant regulation, with a particular emphasis on copyright law.

The core of the thesis is centered on the so-called "life cycle" of generative artificial intelligence. The author guides the reader through the various stages of generative AI development, from the collection and processing of training data to the actual generation of new text, images, and other content. In each stage, legally relevant actions of the involved parties (creators, AI providers, users) are identified, along with their potential legal implications, particularly with respect to copyright law. The explanation is supplemented by illustrative examples and emphasizes the practical aspects of the issue. The goal of the thesis is to demonstrate that, contrary to opinions suggesting a legal vacuum in this area, the existing legal framework largely covers many relevant aspects of generative AI. However, it also highlights that current regulation does not sufficiently address the long-term impacts that the mass production of content via AI may bring.

Keywords: Generative Artificial Intelligence, Deepfake, Copyright