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ELEMENTS OF CONTENT OF ADMINISTRATIVE AND LEGAL REGIME PROTECTING RIGHTS OF CONSUMERS OF FINANCIAL SERVICES

The rapid development of financial markets and innovative technologies, the emergence of financial service providers, activities of which are not regulated or insufficiently regulated, can increase the risk of fraud, abuse and illegal acts towards consumers. Consumers' long-term confidence and trust in the financial services market contribute to efficiency and financial stability of the state.

In view of these problems, it is necessary to strengthen the protection of consumers of financial services and integrate it with other provisions of state policy in relation to greater access to financial services and administrative and legal regime protecting the rights of consumers of financial services enshrined in law.

The purpose of this article is to study the content and elements of administrative and legal regime protecting the rights of consumers of financial services.

Based on the defined theoretical developments, we believe that the current regime of consumer protection is multi-level, which is why in the defined administrative and legal regime it seems necessary to single out administrative and legal regime protecting rights of consumers of financial services.

After all, governmental regulation and supervision of financial market need

to ensure predetermined financial and socio-economic stability by establishing functional administrative and legal regime protecting the rights and interests of consumers of financial services.

After analyzing and summarizing various academic positions and legal literature concerning elements of administrative and legal regime, we believe that the structure of administrative and legal regime protecting the rights of consumers of financial services include items such as subjects for the operation of the regime; law that shall govern their activities; objects (the rights and interests of the consumer), the principles of protection of consumers of financial services, means and methods of legal regulation, administrative coercion in case of violations, etc.

Conducting the analysis of elements of the administrative and legal regime protecting rights of consumers of financial services, we come to the conclusion, that the administrative and legal regime protecting rights of consumers of financial services operates in the administrative and legal field protecting rights of consumers of financial services, the purpose of which is to ensure consumers' safety in the state, which is provided by normative and legal acts and regulated by the bodies of public

administration, activity of which is aimed at prevention, detection and determination of actions, which violate rights and interests of consumers of financial services, and also application of measures of administrative coercion to the offenders. The content of this regime is realized through the structure of elements which provide its effective functioning.

At the same time, for the purpose of European integration and harmonization, Ukraine should consider adopting appropriate legislative and regulatory acts aimed at creating an effective system of administrative and legal framework for protecting the rights of consumers of financial services in line with international requirements and recommendations.