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**ROLE OF THE STATE IN RESOLVING CONFLICTS OF INTEREST
ON THE FINANCIAL SERVICES MARKET**

The customers' confidence in financial institutions and markets, which has been undermined since the global financial crisis, makes the state enter more "deeper" into relations between the participants of the financial market which is characterized by a special legal regime. The Author analyzes the limits of acceptability and legitimacy of the statutory intervention of the state in civil law relations arising between financial institutions and their customers, in the light of the constitutional principle of the social market economy. In her considerations, the Author pays particular attention to the legislative drafts aimed at preventing the abusive market practices of financial institutions, the in equality of parties in their relations with customers and the problem of the effectiveness of customers' protection on the financial services market.