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**FINANCIAL LITERACY AS A DETERMINANT OF PERSONAL FINANCIAL  
SECURITY IN THE CONDITIONS OF MARKET DEVELOPMENT**

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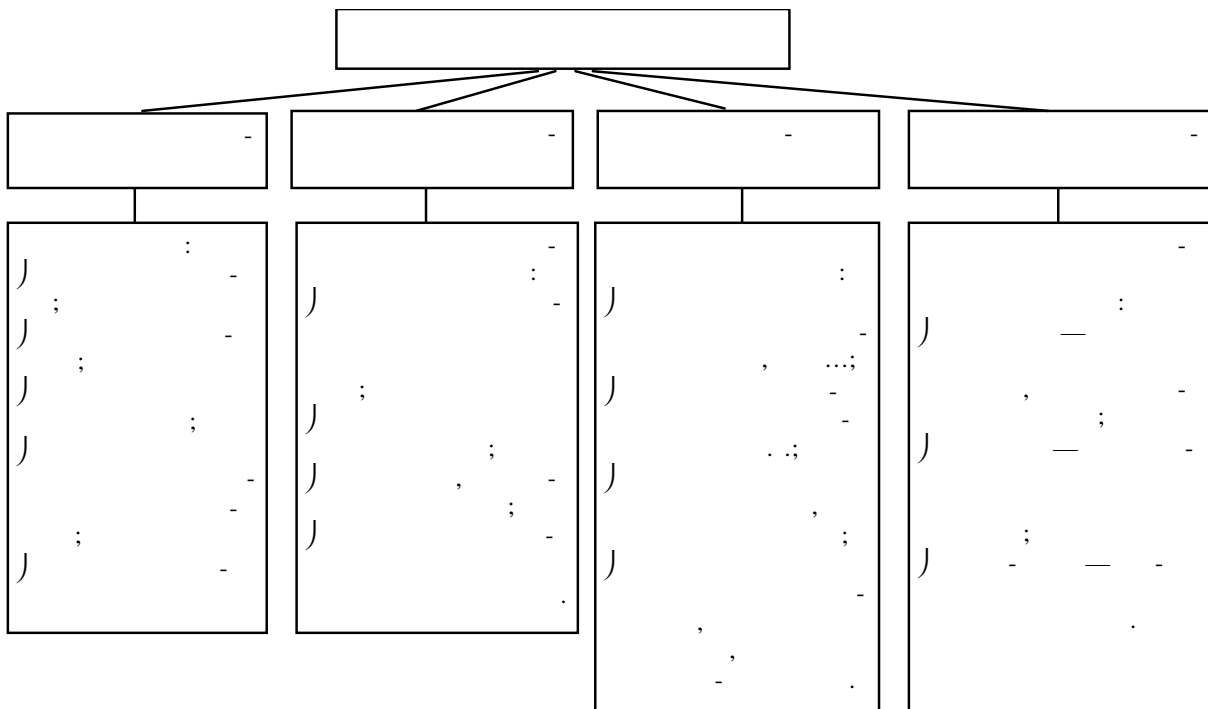
The article considers the main types of financial fraud in relation to the people. A variety of methods of work and the widespread occurrence of financial fraudsters pose a great threat to the financial security of people, therefore, the awareness of the population about current fraudulent schemes in the field of finance should be at a high level. The main signs of the most popular schemes among scammers are considered and the most effective ways to prevent and combat illegal actions in the field of personal finance are proposed.

In addition, in the modern world a wide range of people have access to a large number of financial instruments, which justifies the need to increase the level of awareness of the population about the functioning of certain financial mechanisms, which will increase the efficiency of the population's actions in the field of finance, the validity of their decisions in in relation to the disposition of personal funds as well as protection against getting into illegal and fraudulent schemes. Thus, the high importance of financial literacy as the basis for the financial security of a large part of the population is indicated.

*Keywords:* financial market, financial fraud, financial literacy, financial security.

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