

TITLE OF THE ARTICLE: COMPLIANCE IN BANK–CLIENT REGULATION

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Abstract. *The article examines the essence and contemporary role of compliance in the relationships between banks and clients under conditions of intensified financial regulation in Ukraine. The main areas of implementation of KYC (Know Your Customer) and AML (Anti-Money Laundering) procedures, risk management, and consumer protection in financial services are analyzed. Particular attention is paid to the impact of new regulatory acts of the National Bank of Ukraine for 2024–2025, which establish enhanced requirements for internal policies, corporate governance, and transaction monitoring. The study reviews modern technological tools – such as automated identification, machine-learning-based transaction monitoring, and incident management systems – that shape a new paradigm of “bank-client” interaction. Key challenges of the practical implementation of compliance are identified, including excessive burdens on small business clients, the balance between security and service speed, and the shortage of qualified specialists. The research concludes that effective compliance is not only a mechanism of regulatory control but also a tool for strengthening trust and financial stability. The development of a compliance culture is a strategic prerequisite for the integration of Ukraine’s banking sector into the European financial space.*

Keywords: *compliance, bank, client, KYC, AML/CFT, financial monitoring, corporate governance, risk management, consumer protection, open banking, financial security, trust, digitalization of banking services.*

The summary outlines the key aspects of compliance as an essential component of the modern banking sector in Ukraine, particularly in the context of strengthened regulatory requirements and the evolving relationship between banks and clients. The article emphasizes that compliance ensures adherence to legal standards, transparency of financial operations, and the protection of clients’ rights. Special attention is paid to the implementation of KYC (Know Your Customer) and AML/CFT procedures, which play a crucial role in preventing money laundering, identifying risks, and ensuring secure financial transactions.

The article highlights recent regulatory changes introduced by the National Bank of Ukraine in 2024–2025, including updated rules on corporate governance, internal control, licensing, and monitoring obligations for financial institutions. These reforms require banks

to improve internal processes, enhance data verification systems, and strengthen supervision over client transactions.

Furthermore, the summary discusses the impact of digital technologies on compliance practices. Automated identification tools, machine-learning-based transaction monitoring, and incident-management systems significantly improve the efficiency and speed of compliance operations. However, these innovations also create new challenges, such as increased administrative burdens for small businesses, delays due to rigorous verification procedures, and a shortage of trained compliance specialists.

The findings demonstrate that effective compliance contributes not only to regulatory conformity but also to building trust, improving service quality, and ensuring financial stability. Developing a strong compliance culture is presented as a strategic requirement for Ukraine's integration into the European financial space.

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