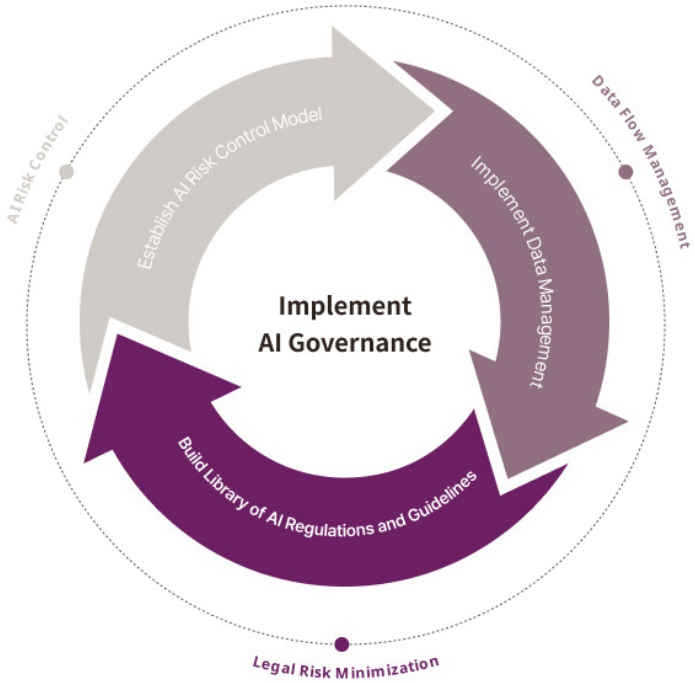
SHIN&KIM

AI Center

Key Services

Our AI Center aims to provide a comprehensive solution for “All Around Risk Minimization” to build AI governance, which is essential for companies seeking to leverage AI and data in business innovation for sustainable growth. By doing so, we will help our clients effectively manage potential AI risks in advance at the enterprise level and successfully navigate through the upcoming AX era.

※ AI governance refers to a management and supervision framework that continuously monitors the AI lifecycle to clearly identify possible risks at each stage and minimize and control such risks and their potential impacts.



[Bespoke and comprehensive solutions for successful AI governance]

We Establish A Customized AI Risk Control Model For Our Clients.

We establish for our clients AI principles and policies tailored to the characteristics and stages of their business and a customized risk control model.

With this risk control model, companies can prepare themselves against legal risks by quantitatively determining the reliability and accuracy of existing and newly created data from legal and regulatory perspectives.

→ At this stage, we establish an audit system for AI and data, assess potential risks and their impacts, provide a periodic monitoring and evaluation system, and conduct AI compliance leadership training.

[Main Service — Example 1]

- Subject: Companies seeking to widely adopt generative AI outputs (images, videos, music, and texts) across their businesses
- Our Service: We support the establishment of guidelines on lawful use of outputs from generative AI, review the risk of intellectual property infringement, and prepare strategies to respond to the risk.
- Expected Results: Companies will be able to resolve the concerns of generative AI's potential infringement on the copyrights of existing works and establish strategies to retain and use these outputs as exclusive assets.

[Main Service — Example 2]

- Subject: Financial companies seeking to establish AI governance to provide secure and reliable AI-driven financial services
- Our Service: We provide support for establishment of an internal AI system use plan in line with the most recent policies and regulations on network separation in the financial sector, inspection of AI-related internal control in accordance with changes in the autonomous security system in the financial sector, regulatory compliance advice in integrating AI into new services, and responsibility structure improvement in accordance with financial AI compliance.
- Expected Results: Companies will be able to improve the stability and profitability of AI-driven financial services and build customer trust by establishing their own service guidelines.

We Build A Data Management System For Our Clients

We build a data management system that reflects the latest developments in AI and data processing flows and enables periodic testing and monitoring.

With this data management system, companies can prepare a data flow chart to monitor the risks of their data, evaluate the value of their data as a core production factor, and establish innovative business strategies. Furthermore, in the event of a data breach or leak, companies can quickly analyze the cause and re-engineer the data system to minimize AI and data-related risks.

→ At this stage, we monitor AI and data processing flows in the system and create data flow charts, analyze, evaluate, and immediately improve system vulnerabilities, and check data security incident response systems.

[Main Service — Example 1]

- Subject: Online platform companies seeking to provide various customized AI-driven services based on customer data
- Our Service: We support the preparation of a data processing flow chart for the identification of AI and data-related risks, customized risk scenarios reflecting characteristics of the business, and detailed strategies to minimize AI and data-related risks for each scenario.
- Expected Results: Companies will be able to identify and manage new or latent business risks and tendencies of misuse throughout their AI and data lifecycles and maximize profitability by using retained data more flexibly and discovering new business opportunities.

We Build A Customized Library of AI Regulations and Guidelines For Our Clients

We monitor national and international legislation and policy trends related to AI and data management to build a customized library of AI regulations and guidelines for our clients and support continuous updates to the library to minimize the risk of violations.

With this customized library of AI regulations and guidelines, companies can enhance their credibility and public image while also minimizing AI-related internal risks.

→ At this stage, we provide AI and data trend reports, support acquisition of standard and international certifications (e.g., ISMS-P and ISO certifications), and establish a risk self-assessment policy based on national and international laws and regulations.

Moreover, our AI Center supports the establishment of effective government relations (GR) and public relations (PR) systems for global expansion, strategy-building for regulatory defense, assessment of reputational risks, and establishment of media communication strategies for crisis management through active collaboration with affiliated global law firms and consulting agencies.

Experience

AI Business & Data-Related Risks

- Reviewed checklists for internal application of new AI solutions
- Analyzed data processing flows and conducted a risk and impact assessment (for establishment of the data management system)
- Reviewed and advised clients on privacy compliance statuses
- Advised a client on integrated management of customer data and data transfer

- Advised clients on the revision of the terms of use and personal data processing policy
- Advised foreign clients on compliance with Korean privacy and data laws
- Represented a client in regulatory proceedings and authorization related to location information
- Advised a client on a personal data leak from a third-party personal data processing system
- Advised and represented a client in regulatory investigation defense, GR, and crisis management communication (PR) related to a personal data leak incident
- Provided AI and data compliance leadership programs
- Advised cloud service providers on compliance requirements under the Cloud Security Assurance Program (CSAP), including the interpretation and application of certification criteria and recommended practices adopted by the providers in coordinating with the certifying authorities.
- Advised clients on compliance and procedural requirements for obtaining and maintaining ISMS certification, including post-certification audits and renewal assessments for foreign entities.
- Advised IDC operators on regulatory and licensing considerations in connection with the establishment of new entities (NewCos) for the provision of cloud computing services.
- Advised clients on the structuring and procurement of cyber insurance and errors and omissions (E&O) insurance coverage for data center operations and cloud infrastructure services.

Intellectual Property Rights Related To Generative AI Outputs

- Advised clients on the risks of intellectual property (e.g., copyrights) infringement in case of business use of generative AI outputs
- Advised clients on legal protection measures for generative AI outputs
- Advised clients on the establishment of guidelines for the use of generative AI
- Advised clients on strategies for the application of patents, trademarks, and other intellectual property rights related to the development and use of generative AI

AI-Driven Financial Services

- Advised clients in the financial sector on compliance checks and establishment of AI governance
- Advised clients in the financial sector on internal controls, autonomous security systems, and business procedures using AI technology
- Advised clients in the financial sector on personal data use lifecycle management from data collection and use for AI-driven financial services

Key Contacts

Dohyun Kang
Senior Advisor

+82-2-316-2884
dhkang@shinkim.com

Jin Hong Noh
Partner

+82-2-316-1639
jhnoh@shinkim.com

Jong-In Yoon
Senior Advisor

+82-2-316-4209
jiyoon@shinkim.com

Sinook Kang
Senior Partner

+82-2-316-4059
sokang@shinkim.com

Hyun-il Hwang
Partner

+82-2-316-4453
hihwang@shinkim.com

Kwang-Hee Choi
Senior Advisor

+82-2-316-4651
khchoi@shinkim.com

Woo-Gyun Kim
Partner

+82-2-316-4083
wgkim@shinkim.com

Copyright SHIN & KIM LLC. All rights reserved.