SHIN&KIM



Ho Sang Yoon

Partner

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Mr. Ho Sang Yoon is currently a partner at Shin & Kim whose main areas of practice are personal information, broadcasting and communications, IT, and general corporate legal affairs.

After passing the bar exam, Mr. Yoon worked at the Korea Communications Commission and was in charge of enacting, amending, improving systems, and interpreting laws related to personal information, broadcasting, and communications, and even after joining Shin & Kim, he has gained extensive experience by handling various cases based on his experience in the government. He has been providing legislative consulting and advice on investigation cases, compliance, etc. on behalf of various domestic and foreign companies in the ICT field, and has also participated in policy drafting, institutional improvement, and legislative drafting by relevant ministries such as the Korea Communications Commission, the Personal Information Protection Commission, and the Ministry of Science and ICT.

Mr. Yoon graduated from the College of Law of Korea University and the Graduate School of Law of the same University and passed the 5th Bar Examination. Before joining Shin & Kim, Mr. Yoon worked as a public-service advocate at the Korea Communications Commission and the Korea Workers' Compensation and Welfare Service.

Mr. Yoon is specialized in the ICT field, such as personal information, broadcasting, and communications, and provides various advice. Currently, he serves as the Legal Counsel for the Korea Media and Communications Commission, and is also a member of various legal and institutional improvement research teams from relevant ministries, including pseudonymized information experts, government innovation advisory member of the Korea Media and Communications Commission, and as the research member of improvement of various laws and regulations and institutions. In particular, he was recognized for his contributions in providing various advice for the Personal Information Protection Commission and actively participating in the committee’s prevention of and response to personal information infringement incidents, and received a commendation from the Chairman of the Personal Information Protection Commission, and from the Prime Minister, respectively, and was also recognized for his contribution in the overall improvement of the regulatory framework in the media sector by an award from the Chairman of the Korea Media and Communications Commission.

Professional Career

2019-Present	Shin & Kim LLC
2018-2019	Public-Service Judge Advocate, Korea Workers' Compensation & Welfare Service
2016-2018	Public-Service Judge Advocate, Korea Communications Commission

Professional Affiliations

2025-Present	Member, Standing Evaluation Committee for Information Protection, Financial Security Institute (FSI)
2024-Present	Legal Advisory Member, AI Convergence Testing & Research Institute, Telecommunications Technology Association (TTA)
2024-Present	Legal Counsel, Korea Media and Communications Commission
2024-Present	Member, Audit Advisory Committee, Korea Media and Communications Commission
2023-Present	Member, Appropriateness Evaluation Committee for Data Specialized Institutions, Samsung Card and Shinhan Card
2023-Present	Integrity Citizens' Inspector, Korea Association for ICT Promotion (KAIT)
2023-Present	Member, Government Innovation Advisory Group, Korea Communications Commission
2023-2025	Member, Communication Dispute Resolution Committee, Korea Communications Commission
2023	Member, Personal Information Protection Commission and Korea Internet & Security Agency (KISA) Technical Forum
2022-Present	Deliberation Member of designating specialized agency for combining pseudonym information, Ministry of Science and ICT, Personal Information Protection Commission
2022-2023	Member, Personal Information Policy Advisory Unit, Korea Internet & Security Agency (KISA)
2021-2023	Pseudonymous information expert, Korea Internet & Security Agency (KISA)
2021	Examiner for permitting and licensing personal location information business, Korea Communications Commission
2021	Commissioner, Public Institution Personal Information Management Standard Review Committee, Personal Information Protection Commission

Key Experience

- Response to personal data leakage cases of major telecommunications companies and platform companies.
- Conducted a compliance check on the personal data of an overseas business operator, including an accommodation platform company and a global automotive company.
- Represented a major telecommunications company in a case involving violations of the Terminal Device Distribution Act, the Telecommunications Business Act, and the Broadcasting Act
- Advised on licenses relating to the location information business

- Advised a global automotive company on connected cars
- Advised on the use of pseudonymization of medical data
- Advised on the establishment and amendment of laws and regulations for relevant and regulatory agencies and institutional improvements

Education

2013-2016	Korea University School of Law (J.D.)
2006-2013	Korea University College of Law (LL.B.)

Qualifications

2016	Admitted to bar, Korea

Languages

Korean, English

Awards

2025	Chairperson’s Commendation, Korea Media and Communications Commission
2024	Prime Minister's Commendation (Contribution to Personal Information Protection)
2022	Chairperson’s Commendation, Personal Information Protection Commission (Contribution to Personal Information Protection)

Professional Accolades

- "Rising Star" for TMT, Legal Times, 2025 / "Leading Lawyer" for TMT, Legal Times, 2026

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