



Hyein Lee

Senior Foreign Attorney

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Ms. Hyein Lee is a senior foreign attorney at Shin & Kim who specializes in the areas of technology, media and telecommunications (TMT), data protection and other general corporate matters.

Hyein Lee has been practicing law in the field of broadcasting and telecommunications since 2013 and has advised a number of domestic and foreign companies, including OTT platforms, game companies, financial companies, and telecommunications companies, on personal data and broadcasting and telecommunications regulations. In recent years, she has gained experience in advising clients on issues such as cloud computing, artificial intelligence, and virtual currencies in response to changing trends and technological developments in the telecommunications and broadcasting markets, as well as responding to investigations by Korean regulatory authorities into foreign companies.

Ms. Lee holds a J.D. from the University of Pennsylvania Law School, and a B.A. in Economics and Psychology from Washington University in St. Louis. While at the University of Pennsylvania Law School, she served as a senior editor to the Journal of International Law. She is a member of the State Bar of New York.

Professional Career

2022-Present	Shin & Kim LLC
2013-2022	Foreign Attorney, Lee & Ko
2012	Staff Attorney, Korean-American Social & Legal Aid Society, New York
2011-2012	Penn Law Research Institute Fellow, Yoon & Kim LLP, New York

Key Experience

- Advised foreign companies on the processing of users' personal information
- Advised a major platform business operator on responding to investigations by the KCC and PIPC
- Advised a domestic telecommunications company on response measures for a large-scale personal information leak
- Advised Korea's largest domestic telco on a broadcasting license agreement with a leading foreign sports channel
- Advised a domestic financial group on GDP compliance issues related to its business in Europe
- Conducted a data compliance project for a foreign pharmaceutical company
- Advised a foreign automaker on regulator approval requirements for launching connected car services in Korea
- Reviewed the terms and conditions and privacy policy of a foreign online gaming company providing services in Korea
- Advised a global IP solution company on regulatory issues related to the launch of services in Korea
- Advised Korea's largest wireless carrier on its network usage fee dispute with a global content provider
- Advised a domestic medical solution company on the export of an HIS
- Advised a global asset management company on its sale of a Korean waste treatment company

Education

2011	The Wharton School of the University of Pennsylvania (Certificate in Business & Public Policy)
2011	University of Pennsylvania Carey Law School (J.D.)
2007	Washington University in St. Louis (B.A., <i>Phi Beta Kappa</i>)

Bar Admissions

2012	Admitted to bar, New York
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Memberships

New York Bar Association

Languages

Korean, English

Professional Activities

- Invest KOREA – Trends in Online Platform Self-Regulation, December 2023 (Co-authored)

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