



Daeyong Baek

Partner

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Mr. Daeyong Baek is a partner at Shin & Kim LLC. Mr. Baek has been providing his clients with advice mainly on public sectors, undertaking pro bono activities relating to government ministries, public institutions, local governments and the National Assembly for a long time. During the course of providing such advice, Mr. Baek has been actively participating in the processes of the development and enforcement of policies, and the enactment and amendment of laws, by various government ministries, local governments and public institutions.

Professional Career

2025-Present	Member, Self-Regulation Committee, Personal Information Protection Commission
2022-Present	Expert Member, Social Security Committee, Ministry of Health and Welfare
2022-Present	Member, Committee for Deliberation on Types of Business Suitable for Livelihood, Ministry of SMEs and Startups
2022-Present	Advisory Member, Local Government Council for Climate Crisis Response and Energy Conversion
2021-Present	Member, Open Data Mediation Committee, Ministry of the Interior and Safety
2021-Present	Member, E-Learning Promotion Committee, Ministry of Trade, Industry and Energy
2021-Present	Member, Dispute Mediation Committee, Korea Consumer Agency
2021-Present	Member, Medical Supplies Commission in Response to Public Health Crises, Ministry of Food and Drug Safety
2021-2023	Member, Defect Examination Dispute Resolution Committee, Ministry of Land, Infrastructure and Transport
2020-2023	Commissioner, the Personal Information Protection Commission (vice-ministerial position)
2020-Present	Counselor/Advisor, National Assembly Secretariat
2019-Present	Member, Judicial Scrivener Eligibility Examination Commission, Supreme Court
2019-Present	Member, Human Rights Affairs Committee, Seoul Scholarship Foundation

2019-Present	Director, Climate Change Center
2019-Present	Member, Fiscal Management Committee, National Health Insurance Service
2019-2023	Member, Medical Accident Damage Relief Deliberation Committee, Korea Medical Dispute Mediation and Arbitration Agency
2019-2023	Member, Energy Committee, Ministry of Trade, Industry and Energy
2019-2020	Member, Deliberation Committee on Self-Regulation of Personal Information, Korea Communications Commission
2018-Present	Member, E-Commerce Mediation Committee, Ministry of Science and ICT
2018-2020	Member, Institution Development Commission, Personal Information Protection Commission
2017-Present	Adjunct Professor, Yonsei University Law School
2016-Present	Professor, Federation of Korean Industries (IMI) Law Chief Executive Course
2016-2022	Member, Deliberation Committee of Korea Copyright Protection Agency, Ministry of Culture and Sports
2016-2018	Member, Special Agreement Deliberation Committee, Korea Hydro & Nuclear Power (KHNP)
2016	Investigator, National Assembly Special Investigation Committee on humidifier germicides
2015-2020	Member, Dispute Mediation Committee, Korea National Council of Consumer Organizations
2015-2019	Member, Compliance Program Evaluation Committee, Korea Fair Trade Mediation Agency
2014-2015	Member of Advisory Committee on Public Enterprise Audit, The Board of Audit and Inspection of Korea
2012-2013	Advisory Counsel, Korean Broadcasting System (KBS)
2011-Present	Advisory Counsel, National Information Society Agency (NIA)
2011-Present	Advisory Counsel, Ministry of the Interior and Safety
2011-Present	Advisory Counsel, Korea Communications Commission
2011-2018	Advisory Counsel, Personal Information Protection Commission
2008-2009	Advisory Counsel, Korean Fair Trade Commission
2007-Present	Shin & Kim LLC
2006-Present	Advisory Counsel, Korea Internet Security Agency (KISA)
2006-2007	Advisory Counsel, Ministry of Information and Communication
2003	Administrative Official, Fair Trade Commission
2000-2002	Judicial Research & Training Institute of the Supreme Court of Korea

Key Experience

Legislative advice

- Advised clients on legislation regarding bill on the introduction of the medicine rebate dual-punishment system
- Advised clients on amendments to the Telecommunications Business Act and the Act on Promotion of Information and Communications Network Utilization and Information Protection
- Advised clients on the amendment to the Act on Special Measures for the Promotion of Specialized Enterprises for Materials and Components
- Advised clients on amendments to laws, including the Financial Holdings Companies Act
- Advised clients on the amendment to the Banking Act for improving the managerial governance of banks
- Advised large domestic distributors on the amendment to the Distribution Industry Development Act
- Advised domestic pharmaceutical companies on amendments to the Pharmaceutical Affairs Act and the Medical Service Act
- Advised domestic telecommunications companies on the amendment to the Framework Act on Broadcasting Communications Development
- Advised a domestic association on the amendment to the Clean Air Conservation Act
- Advised domestic energy companies on multiple derivative lawsuit system
- Advised a domestic association on legislative action in connection with the Act on the Promotion of Saving and Recycling of Resources
- Advised a domestic distributor on legislative action in connection with the Act on the Consumer Protection in Electronic Commerce
- Advised client on the legislation of the Game Industry Promotion Act as a means to regulate the game industry

General government relations

- Advised a global mobility company on the enactment of the PM Act
- Advised a holding company on regulatory trends
- Advised an energy company on general responses to legislative regulations policies
- Advised a foreign company on a policy insight project
- Advised a foreign company on a BDA agreement
- Advised client on the National Assembly forum and research organization memberships
- Advised a domestic game company on government relations with Game Rating and Administration Committee for the rating of games

Legal Advice

- Advised the National Assembly on matters referred by the National Assembly as its official law firm
- Advised on the Bankruptcy Act and measures to improve corporate governance
- Advised on the Special Act on Establishment and Operation of Foreign Medical Institutions in Songdo International City

- Advised the Climate Change Centre on energy, environment and climate change issues
- Advised a Korean company on the illegality of existing contracts as a result of a company split
- Advised on the feasibility of establishing a branch of the Federation of Korean Industries

Audit/investigations

- Advised a domestic electronics company on the National Assembly's inspection of state administration
- Advised client on legislation related to roles of public institutions regarding national disasters, etc.
- Advised a broadcasting company on submission of materials for National Assembly audit
- Advised a domestic company on general matters related to National Assembly audit
- Advised a domestic company on the non-appearance of its representative director as a witness at the National Assembly audit
- Advised a domestic company on charges pressed against it for its non-appearance as witness

Research service

- Advised client on an amendment to the Cooperative Research and Development Promotion Act in connection with researchers affiliated with governmental departments/agencies
- Provided research services to client on the operation of the Federation of Korean Industries and system improvements
- Provided research services to state/public agencies

Personal information

- Advised a major foreign automobile company on the protection of personal information
- Advised domestic and foreign IT companies on the processing of personal information
- Advised domestic large companies, financial companies, etc. on the protection and processing of personal information
- Advised a foreign luxury brand company on processing of personal information
- Advised the Personal Information Protection Commission, Korea Communications Commission, Korea Internet & Security Agency, etc. on laws related to the protection of personal information

Education

2019	Yonsei University College of Law (Ph.D.)
2010	Georgetown Law Center (LL.M.)

2006	Yonsei University Graduate School of Law (LL.M.)
2001	Yonsei University College of Law (LL.B.)

Qualifications

2011	Admitted to bar, New York
2003	Admitted to bar, Korea

Languages

Korean, English

Professional Activities

- Roles and Directions of Voluntary Regulation for Fair Competition (Journal of Legal Studies, Mar. 2021, Vol. 31, No. 1)
- Commentaries on Cloud Standard Agreements (Co-authored, National IT Industry Promotion Agency, 2019)
- Korea Chapter of the Handbook of Competition Enforcement Agencies 2017, Global Competition Review (Co-author)
- Guidelines/Notifications re: Personal Information Protection Laws (Ministry of Interior and Safety, December 2016)
- Laws in Cases, From CCTV to Drones - Road Watchers and the Right of Likeness (Press Arbitration, December 2016)
- Commentaries on the Personal Information Protection Act (Co-authored, Ministry of the Interior and Safety, 2016)
- Korea Chapter of the Handbook of Competition Enforcement Agencies 2016, Global Competition Review (Co-author)
- Reading Law with IT (Series 1 through 10) (Electronic Times, Opinion, May through September, 2016)
- Key Summary and Implications of Counter-Terrorism Laws of the U.S. and EU Member States (EU Brief, April 2016)
- Challenges and Prospects of the Schengen Agreement (EU Brief, October 2015)
- EU's Regulation on Personal Information Protection (EU Brief, April 2015)
- Google Tax and International Tax War (EU Brief, February 2015)
- A Study on the Conception and Applicability Requirements of Hub and Spoke Collusion (Journal of Korean Competition Law, 2015. Vol. 32)
- Introduction to Instructions on Compensation Lawsuits Concerning EU Competition Law Violations (EU Brief,

August 2014)

- Execution of the EU Competition law in the second half of 2013 (EU Brief, February 2014)
- General Data Protection Regulation: Reform in 2012 (EU Brief, December 2013)
- Rewards of Leniency, The Lawyer, November 2013 (Co-author)
- Multinational Corporation's Tax Avoidance & EU's Response (EU Brief, October 2013)
- Recent Changes to Cartel Leniency Program in Korea, Invest Korea Bulletin, October 2013, KOTRA (Co-author)
- EU's Investigation on Google Violating the Competition Law (EU Brief, August 2013)
- Dualit, a Small British Company, Wins the Patent Lawsuit Against Nestec (Nestec S.A. v. Dualit Ltd) (EU Brief, June 2013)
- EU's Merger Regulation (EU Brief, May 2012)
- Korean Chapter of "The 2011 Guide to Competition & Antitrust", IFLR, June 1, 2011 (Co-author)
- 2005 Human Rights Report (Freedom of Life & Body), Korea Bar Association, 2006 (Co-author)

Awards

2021	Commendation from Minister of Science and ICT
2018	Commendation from Chairman of Korea Communications Commission (Commendation for Personal Information Protection from the Minister)
2018	Academic Research Award, Personal Information Protection Law Association (PIPLA)
2012	Commendation from Minister of Public Administration and Security

Professional Accolades

- "Best Lawyer" for Legislative and Government Affairs, Hankyung Business, 2022-2025
- "Best Lawyer" for Government Affairs, JoongAng Ilbo, Korea In-house Counsel Association, 2023
- "Leading Lawyer" for Antitrust and Competition, Legal Times, 2019, 2021-2022
- "Recommended Lawyer" for Antitrust and Competition, Legal500, 2018, 2019
- "Leading Individual" for Competition/Antitrust, Chambers Asia, 2013-2015
- "Lawyer of the Year" for Antitrust and Competition, Legal Times, 2014