



## Daeyong Baek

Partner

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Mr. Daeyong Baek is a partner at Shin & Kim. Mr. Baek advises clients across a broad range of complex regulatory, government and legislative affairs, and corporate matters, including antitrust and competition, privacy, data security, consumer protection, energy, environment and ESG issues.

He is also known for his regulatory expertise – he has been asked by the Korean government to serve as an advisor/counselor to: the Korea Communications Commission; the Ministry of the Interior and Safety; the Ministry of Trade, Industry and Energy, the Ministry of Agriculture, Food and rural Affairs, the Ministry of Land, Infrastructure and Transport, the Ministry of Environment, the Personal Information Protection Commission; the Ministry of Science and ICT; the Board of Audit and Inspection of Korea; and the National Assembly.

Mr. Baek received his bachelors, graduate, and doctorate degrees from Yonsei University, and also holds a LL.M. degree from Georgetown Law Center.

## 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.)

## Professional Career

2021-Present	Advisory Counsel, Korea Creative Content Agency
2020-Present	Counselor/Advisor, the National Assembly

2020-Present	Commissioner, the Personal Information Protection Commission
2019-Present	Member, Medical Accident Damage Relief Deliberation Committee, Korea Medical Dispute Mediation and Arbitration Agency
2019-Present	Member, Human Rights Affairs Committee, Seoul Scholarship Foundation
2019-Present	Member, Environment Friendly Agriculture Policy Council, Ministry of Agriculture, Food and Rural Affairs
2019-Present	Member, Advertising Review Unit, Internet Newspaper Committee
2019-Present	Director, Climate Change Center
2019-Present	Member, Fiscal Management Committee, National Health Insurance Service
2019-Present	President, Consumers Korea
2019-Present	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
2017-Present	Adjunct Professor, Yonsei University Law School
2016-Present	Member, Deliberation Committee of Korea Copyright Protection Agency
2016-Present	Professor, Federation of Korean Industries (IMI) Law Chief Executive Course
2016-2018	Vice President, Consumers Korea
2016-2018	Member, Special Agreement Deliberation Committee,
2016	Investigator, National Assembly Special Investigation Committee on humidifier germicides
2015-Present	Member, Dispute Mediation Committee, Korea National Council of Consumer Organizations
2015-2017	Member, Defect Evaluation Dispute Mediation Committee, Ministry of Land, Infrastructure and Transport
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
2009-2013	Commissioner, Personal Information Dispute Mediation Committee of the Ministry of the Interior and Safety
2008-2009	Advisory Counsel, Korean Fair Trade Commission
2006-Present	Advisory Counsel, Korea Internet Security Agency (KISA)
2004-Present	Advisory Counsel, Seoul Electronic Commerce Center(SECC)
2006-2007	Advisory Counsel, Ministry of Information and Communication
2007-Present	Shin & Kim LLC

2000-2002

Judicial Research & Training Institute of the Supreme Court of Korea

## Bar Admissions

2003

Korea

2011

New York

## Memberships

Korean Bar Association

New York State Bar Association

## Publications

- 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)
- 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)
- 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 and Recognitions

2018	Commendation of 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 of Minister of Public Administration and Security

## Professional Accolades

- "Leading Lawyer" for Antitrust and Competition, Legal Times, 2019, 2021
- "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

## Languages

Korean, English