



## Joon Yong Park

Partner

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**Mr. Joon Yong Park is currently a partner in the ICT Group at Shin & Kim, and his practice focuses on corporate legal matters in the areas of information and communications, personal information, platforms, and new businesses.**

After completing his course at the Judicial Research and Training Institute in 2006, Mr. Park worked in the TMT team at Bae, Kim & Lee for about 14 years, advising and handling litigation for major Korean broadcasting and telecommunications companies and multinational internet companies. He has earned the trust and support of his clients based on his excellent performance in advising on various services, responding to regulations, policies and licensing, and related litigation. He has shown his excellent ability to respond to situations such as obtaining licenses or blocking licenses in a number of landmark deals between major Korean telecommunications companies, and has also demonstrated outstanding performance in related litigation, including prevailing in a first-of-its-kind case in which a telecommunications company obtained a stay of execution against an administrative sanction imposed by a regulatory authority in connection with personal data protection violations.

From 2020 until joining Shin & Kim, he led the startup law firm WeAdvise and successfully pioneered new areas such as startup investment and new business projects for a number of large corporations.

Mr. Park received his bachelor's and master's degree from Seoul National University College of Law, completed the 35th judicial training course at the Judicial Research and Training Institute, and gained his LL.M. degree from Columbia University Law School. He also gained practical experience in the field while he was dispatched to Microsoft Korea and Microsoft Corp.(USA) and is a leading IT professional who has been recognized as a Leading Individual and Band 4 in the field of TMT by Chambers & Partners, Next Generation by Legal 500, and Best Lawyer by Hankyung Business (2017).

## Professional Career

2024-Present	Member, Regulatory Review Committee, Korea Communications Commission
2023-Present	Shin & Kim LLC

2020-2023	WeAdvise Law firm
2017-2018	Member, KT SkyLife Viewers Committee
2015-2019	Member, Special Committee on Confirmation Hearings, Central Radio Management Service, Ministry of Science and ICT
2012-2013	Secondment to Microsoft Corporation Headquarters, USA
2010	Secondment to Microsoft Korea
2006-2020	Partner, Bae, Kim & Lee LLC
2004-2006	Judicial Research & Training Institute of the Supreme Court of Korea

## Key Experience

### Service Advisory in IT, Regulatory Response and Related Litigation

- Advised a Korean mobile carrier on its LTE spectrum allocation project
- Represented a Korean mobile carrier in regulatory response to mobile phone subsidies and related criminal proceedings
- Advised a Korean CATV organization on a project to respond to bundled products
- Represented a Korean mobile carrier in a claim for damages against a local government in relation to an IT project in the education sector
- Represented a Korean CATV broadcaster in response to sanctions for violation of prohibited activities under the Broadcasting Act
- Represented a Korean mobile carrier in response to a policy to reduce telecommunication fees
- Advised a foreign internet company on the launch of VoIP services in Korea
- Advised Microsoft on its submarine cable installation and network business
- Represented a Korean mobile carrier in a lawsuit to cancel a fine imposed by the Korea Communications Commission
- Advised a Chinese IT company on the launch of SNS services in Korea
- Advised a Korean IPTV service provider on the launch of OTT services
- Represented a Korean mobile carrier in response to a KFTC investigation into the promotion of 5G services in Korea
- Advised Tesla on the launch of electric vehicles in Korea
- Advised Company K on the launch of platform-based taxi booking services and ICT regulatory sandbox procedures

### M&A and Licensing Advisory between Telecommunications and Broadcasting Companies

- Advised on obtaining approval for the merger of KT and KTF

- Advised on the acquisition project of CJ HelloVision
- Advised on obtaining approval from the Ministry of Science and ICT for the merger of SK C&C and SK Holdings
- Advised Reach Investment Korea on the acquisition of Taihan Reach
- Advised on the acquisition of the digital signage division of Focus Media Group

### **Advisory and Litigation in the Field of Privacy**

- Advised a major Korean conglomerate L Group on responses to a large-scale personal data breach and GDPR compliance
- Advised a leading Korean platform company on its response to a personal data breach incident
- Advised a major Korean online shopping mall operator J Company on a personal data breach incident
- Advised multiple affiliates of H Group on personal data breaches and GDPR compliance
- Advised three major credit card companies in response to credit information leakage and represented them in related criminal proceedings
- Advised UnionPay Int'l on measures relating to the use of personal information
- Represented a Korean mobile carrier in a class action lawsuit in connection with a massive leak of personal information
- Represented a major Korean online shopping mall in response to a massive leak of personal information and related administrative proceedings
- Advised Group K on its integrated marketing project
- Advised Group C on its integrated marketing project
- Advised a Korean game company on EU GDPR compliance

## **Education**

2012	Columbia Law School (LL.M.)
2004	Seoul National University Graduate School of Law (LL.M., Civil Law)
1996	Seoul National University College of Law (LL.B.)

## **Qualifications**

2006	Admitted to bar, Korea
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## Languages

Korean, English

## Awards

2025                      Commendation from the Chairperson of the Korea Communications Commission

## Professional Accolades

- "Leading Individual" for Technology, Media, Telecoms (TMT), Chambers Asia, 2018, 2020-2024
- "Next Generation Partners" for TMT, Legal500, 2019