



Seong Im PARK

Partner

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Ms. Seong Im Park possesses extensive experience in privacy, broadcasting and telecommunications, and corporate law. Her practice focuses on personal information and data, privacy, information security, and corporate governance.

Prior to joining Jipyong, Ms. Park served at the Korea Broadcasting Commission and the Korea Communications Commission, where she contributed to policy and legislative initiatives in these areas. In November 2020, she became the first attorney to serve at the Personal Information Protection Commission. During her tenure, Ms. Park worked on amendments to the Personal Information Protection Act and the drafting and revision of subordinate legislation and guidance. She also oversaw the Commission's statutory interpretation work and helped establish standards for interpreting the Act.

Ms. Park has a deep understanding of privacy issues arising in practice, based on her experience advising on investigations and administrative dispositions, revising employment and labor guidelines to address workplace technologies such as bossware, and working on regulatory sandbox and one-stop innovation support initiatives. Her work reviewing the consistency of the Personal Information Protection Act and related legislation has also broadened her expertise in ICT law and strengthened her ability to address legal and regulatory issues.

Education

2023 Seoul National University, School of Law (Ph.D., coursework completed, Candidate in Artificial Intelligence and Law)

2012 Pusan National University, School of Law (J.D.)
1998 Korea University (B.A. in History)

Experience

2026-Present JIPYONG LLC
2026-Present Legal Advisor, Ministry of Science and ICT
2026-Present Member, Civil Complaint Mediation Committee, Ministry of Science and ICT
2025-2026 Deliberation Management Division, Director-General for Planning and Coordination, Personal Information Protection Commission
2020-2025 Personal Information Protection Policy Division, Office of Director-General for Personal Information Policy, Personal Information Protection Commission
2013-2020 KX Innovation Co., Ltd.
2012-2013 Busan Metropolitan City Office of Education
2008-2009 Investigation Planning Coordination Division, Consumer Network Bureau, Korea Communications Commission
2004-2008 Legal Affairs Division, Planning and Management Office, Korea Broadcasting Commission (KBC)

Notable Achievements

- Oversaw the deliberation and resolution of statutory interpretation matters at the Personal Information Protection Commission (PIPC), and operated the PIPC's consultative body on statutory interpretation issues
- Established standards for interpreting key provisions of the Personal Information Protection Act (PIPA), including Articles 15 through 19
- Provided on-site, in-person consultations through an outreach program supporting personal information law interpretation (i.e., the "Outreach Support Center for Personal Information Law Interpretation"), serving working-level staff at SMEs and startups, local governments, and public institutions
- Led amendments to the Personal Information Protection Act and its subordinate legislation, including the Enforcement Decree and public notifications
- Reviewed member-sponsored bills (proposed amendments to PIPA and related bills under the jurisdiction of other ministries) and managed responses to the National Assembly
- Drafted the proposed public notification on the "Standards for Measures by Personal Information Controllers Regarding Automated Decisions" and supported the preparation of its explanatory commentary
- Oversaw research projects (on enhancing consistency among personal -information regulations in the legislative process, and on the relationship between the Personal Information Protection Act and competition law)
- Advised on new AI-based business initiatives (e.g., an AI-powered voice-phishing blocking app) and provided legal counsel on investigations and dispositions
- Published guidelines (e.g., HR and labor guidelines, and guidelines on the protection of the personal information of children and adolescents)
- Supported the regulatory sandbox and the one-stop innovation support service

Honors and Recognitions

2023	Commendation from the Chairperson of the Personal Information Protection Commission (PIPC) (for meritorious service in the development of the Personal Information Protection Commission)
2022	Commendation from the President of the Korea Internet & Security Agency (KISA) (for contributions to personal information protection and to fostering an environment for safe data utilization)

Speaking Engagements and Publications

2024	A Study on the Protection of the Rights and Interests of Data Subjects in Corporate Structure Reorganization, Juris, No. 67, Judicial Development Foundation
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Bar Admissions & Qualifications

2012	Korea
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Languages

Korean / English