

# Kyle R. Gregory

Associate

## Atlanta

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## Services

- Digital Assets and Data Management
- Privacy Governance and Technology Transactions
- Emerging Technology
- Digital Transformation and Data Economy
- Healthcare Privacy and Compliance
- Healthcare Transactions

## Industries

- Healthcare Industry
- Healthcare Technology

## Emerging Issues

- U.S. Consumer Privacy, the CCPA and the CPRA

## Prior Positions

- Georgia State University School of Public Health: Regulatory Science Fellow (2014 to 2016)

## Admissions

- Georgia

## Education

- J.D., Georgia State University College of Law, 2014, Latin Honors, *cum laude*, American Bar Association Award for Health Law
- M.S.H.A., Georgia State University J. Mack Robinson College of Business, 2014
- B.A., History, Georgia State University, 2011

Kyle Gregory primarily concentrates his practice in the healthcare industry, advising clients on health information technology, transactional, and regulatory compliance matters. He also represents technology companies in transactional, licensing, and data privacy and protection matters.

## Experience

### Healthcare Technology

- Advised several large health systems on a variety of healthcare regulatory compliance issues, including compliance with the Health Insurance Portability and Accountability Act (HIPAA), data use, billing and reimbursement, disposition of reproductive tissues, federal research requirements, and fraud and abuse matters.
- Advised a global multi-brand company seeking to enter the telehealth space in the development and launch of a white-labeled telehealth platform, including counseling on data ownership strategies, negotiation of platform agreement, and drafting multiple contracts for client's provision of the platform to customers.
- Advised healthcare clients regarding healthcare technology issues including EHR implementation, patient portals, PHR, and compliance with Department of Health and Human Services interoperability requirements.
- Counseled clients in healthcare transactions with navigating complex healthcare and privacy regulatory compliance issues.

### Technology/Digital Transformation

- Advised clients in the procurement of software and related vendor services, including serving as the lead associate in negotiating and drafting several technology agreements exceeding \$100 million in total value. Agreements have included software as a service (SaaS), managed services, hosting, licensing, and software development agreements.
- Assisted private equity-backed restaurant franchise company client in the acquisition of \$35 million cloud services.
- Served as lead associate in the negotiation of a \$10 million cloud services agreement for a public utility client.
- Advised a Fortune 500 food manufacturing client with revising its

technology procurement strategy including drafting a form Master Services Agreement to address SaaS, hosting, licensing, and software development issues.

- Served as lead associate for SaaS vendor client in the negotiation and drafting of several multimillion-dollar software services agreements for client's customers and their franchisees.
- Advised a Fortune 500 general building materials company in its development and provision of SaaS based solutions in the auto-collision repair industry.
- Counseled a global multi-brand restaurant company in the execution of its digital telecommunications strategy, including issues around data ownership, data privacy, end user liability and implementation of brand-based pricing methodologies.

#### **Data Privacy**

- Assisted global healthcare company with the creation of streamlined Data Processing Agreements to address EU, Canadian, and US data privacy and security laws.
- Counseled clients on compliance with U.S. state and federal privacy laws, including preparing for the new California Consumer Privacy Act (CCPA), and assisting clients with designing and implementing information governance and privacy compliance programs.
- Advised healthcare clients regarding privacy and security regulatory compliance issues associated with genetic privacy, data de-identification, off-shoring and inter-jurisdictional transfers of personal data, and security risk assessments.
- Provided healthcare litigation funding client with a 50-state analysis of the relevant privacy and security regulatory landscape tailored to client's specific business model.
- Advised clients in the healthcare sector on data privacy and security incidents, including conducting internal investigations and responding to investigations from OCR.

#### **Recognition**

- *The Best Lawyers in America*© (2021)
  - "Ones to Watch" Georgia: Health Care Law

#### **Memberships**

- Atlanta Life Sciences & Healthcare Group, Steering Committee
- Georgia Bar Association: Health Law Section
- Georgia HIMSS

#### **Community**

- Atlanta Volunteer Lawyers Foundation

