Brent T. Hoard

Partner

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Clients rely on Brent's unique legal and consulting experience to find practical solutions to today's complex and evolving privacy and data protection issues.

OVERVIEW

Brent has helped an array of clients — from *Fortune* 50 companies to early-stage innovators, across a spectrum of industries — to protect and maximize the value of their data through assessment, development, implementation, and enhancement of their privacy, information security, risk management, and HIPAA programs. These industries include technology, social media, health care, pharma and life sciences, digital health, internet, retail, insurance/reinsurance, fintech, and travel/hospitality.

Prior to joining the firm, Brent was a senior leader in the privacy and cybersecurity practice groups at two *Am Law* 100 firms and led teams at global consulting firms Booz Allen Hamilton and PwC. He was part of the team serving as experts advising the Office for Civil Rights on changes to the HIPAA Audit Program. Brent also practiced corporate law and regulatory and transactional health law.

Additionally, Brent is a recognized leader in the privacy field with his designation as a Fellow of Information Privacy (FIP). Brent is a Certified Information Privacy Professional (CIPP/US), a Certified Information Privacy Manager (CIPM), and has extensive experience advising clients regarding HIPAA compliance.

Before the start of his professional career, Brent pitched in the Minnesota Twins organization from 1998 to 2004, and was a member of the Twins' 40-Man Major League Roster in 2003.

REPRESENTATIVE MATTERS

- Led privacy and information security workflow in more than $30 billion of M&A and investment transactions.
- Led CCPA and GDPR compliance engagements for more than 50 clients, including advice related to compliance and operations, policies and procedures, contracting, recordkeeping, risk, and data management.
- Advised two online service providers regarding data mapping, classification, and handling; minimum security controls; and administrative safeguards.
- Advised a global medical device company and a digital services company regarding HIPAA compliance related to products, contracting, and data uses.
- Advised a life science company regarding enhancements to its global privacy and security programs in

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anticipation of an acquisition and assisted in the subsequent acquisition transaction.

- Following representation in an acquisition, advised the EU-based client (acquirer) on steps needed to align the newly acquired product with HIPAA requirements in order to enter the health care market.
- Advised a global consumer goods company regarding its GDPR and global privacy compliance program, international data transfer mechanisms, and related notices and contracts.

TOP AREAS OF FOCUS

- Advanced Technology: Leading-Edge Issues
- Data + Privacy
- Incidents + Investigations
- Mergers + Acquisitions
- Privacy + Cyber

ALL AREAS OF FOCUS

- Advanced Technology: Leading-Edge Issues
- Data + Privacy
- Digital Assets + Blockchain
- Emerging Companies + Venture Capital
- Energy
- Financial Services
- Health Care + Life Sciences
- Health Care Transactions
- Incidents + Investigations
- Insurance + Reinsurance
- Investment Funds + Investment Management Services
- Life Sciences Transactions
- Litigation + Trial
- Mergers + Acquisitions
- Privacy + Cyber
- Private Equity
- Retail
- Technology

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Fellow of Information Privacy (FIP), 2016 – present; Certified Information Privacy Manager (CIPM), 2014 – present; Certified Information Privacy Professional (CIPP/US), 2013 – present, International Association of Privacy Professionals
- Member, The Florida Bar

PROFESSIONAL EXPERIENCE

- Pitcher, Minnesota Twins (1998-2004)

EDUCATION AND CERTIFICATIONS

EDUCATION

- Indiana University Maurer School of Law, J.D., 2008
- Stanford University, B.A., 2000

BAR ADMISSIONS

- Florida

SPEAKING ENGAGEMENTS

- Speaker, "Data Privacy Minefields: Mastering FDA Compliance and Privacy Standards for Drug and Devices Manufactures," American Conference Institute's Drug & Medical Device Litigation Conference, December 4, 2024.
- Speaker, "Embracing AI in Senior Living: Use Cases, Legal Considerations, and Benefits," OHCA Annual Convention 2024: The Art of Innovation, September 18, 2024.

PUBLICATIONS

- Co-author, "How Clinical Integration Is Impacting Deal Terms for AI-Enabled Medical Devices," *Reuters*, November 11, 2026.
- Co-author, "OCR Announces Notable HIPAA Enforcement Actions Against Self-Funded Group Health Plans Following Ransomware Breaches," *Troutman Pepper Locke*, August 4, 2026.
- Co-author, "HIPAA Rulemaking Delays: Trends, Causes, and the Future of the Pending Security Rule Update," *Troutman Pepper Locke*, July 31, 2026.
- Podcast, "Charting a Course for Collections: Diagnosing Compliance and Privacy Risks in Medical Debt," *The Consumer Finance Podcast*, April 30, 2026.
- Co-author, "Getting Ahead of the New HIPAA Security Rule: Practical Steps You Can Take Now," *Healthcare IT News*, April 13, 2026.
- Podcast, "Point-of-Sale Finance Series: Health Care Financing Compliance, Regulatory, and Privacy Pitfalls," *The Consumer Finance Podcast*, January 15, 2026.
- Co-author, "Reproductive Health Data Privacy Laws in Flux – Compliance in an Ever-Changing Landscape," *Troutman Pepper Locke*, October 6, 2025.
- Co-author, "Virginia's Protection of Reproductive Health Information Law – Part Two, Compliance and Implementation," *Troutman Pepper Locke*, July 10, 2025.
- Co-author, "Virginia's Protection of Reproductive Health Information Law – Part One, Scope, Applicability, and Penalties," *Troutman Pepper Locke*, June 25, 2025.
- Co-author, "3 Takeaways From Recent Cyberattacks On Healthcare Cos.," *Law360*, June 4, 2025.
- Co-author, "New Legal Developments Herald Big Changes for HIPAA Compliance in 2025," *Reuters Legal News*, April 7, 2025.
- Contributor, "2024 Privacy, AI & Cybersecurity Year in Review," *Troutman Pepper Locke*, February 12, 2025.
- Co-author, "HIPAA Security Rule Revamp Is on the Horizon," *Troutman Pepper Locke*, January 6, 2025.
- Podcast, "Preventative Medicine: Health Care AI Privacy and Cybersecurity – Part 2," *The Good Bot: Artificial Intelligence, Health Care, and the Law*, September 24, 2024.

- Co-author, “Texas AG Challenges HHS Privacy Rules,” *Troutman Pepper*, September 12, 2024.
- Podcast, “Preventative Medicine: Health Care AI Privacy and Cybersecurity – Part 1,” *The Good Bot: Artificial Intelligence, Health Care, and the Law*, July 23, 2024.
- Co-author, “Checking the Pulse: An Approach to Telehealth Privacy and Cybersecurity Due Diligence,” *Troutman Pepper*, June 7, 2024.
- Podcast, “Tips for Smaller Health Systems Starting Out with AI,” *HIMSSCast*, May 31, 2024.
- Co-author, “Cybersecurity: The New PE Firm Team Sport,” *ACG Middle Market Dealmaker Magazine | Spring 2024*, May 6, 2024.
- Co-author, “Great Expectations: HIPAA-Regulated Entities Asked to Know Users’ Intent on Unauthenticated Webpages,” *Troutman Pepper*, April 1, 2024.
- Co-author, “Final Rule Aligns 42 CFR Part 2 with HIPAA and HITECH,” *Troutman Pepper*, February 20, 2024.
- Co-author, “New California Law Imposes Significant Data Management Requirements for Sensitive Health Data ,” *Troutman Pepper*, January 23, 2024.
- Co-author, “Navigating Legal Obstacles in Life Sciences Restructurings,” *Reuters Legal News*, December 21, 2023.
- Co-author, “Teaching Active M&A Dogs New Privacy and Cybersecurity Tricks: 5 New Approaches for Serial Acquirers,” *Middle Market DealMaker*, Winter 2023, March 6, 2023.
- Co-author, “Storm Clouds Form Offshore Under Updated Florida Electronic Health Records Exchange Act,” *Troutman Pepper*, June 28, 2023.
- Co-author, “Cookies and Online Tracking of Health Signals: An OCR Prescription for Potential Peril,” *Troutman Pepper*, May 4, 2023.
- Co-author, “Washington Legislature Goes Big With “My Health My Data Act”,” *Troutman Pepper*, May 2, 2023.
- Co-author, “Patient Privacy and Security Resource: Business Associate Agreement Checklist and Considerations,” *Corporate Healthcare Compliance Manual*, April 21, 2023.
- Co-author, “Iowa on Cusp of Enacting Privacy Legislation,” *Troutman Pepper*, March 22, 2023.
- Co-author, “Deadline for New UK Contract Requirements for Personal Data Transfers Is Here (EU and California Deadlines Looming)!,” *Troutman Pepper*, September 27, 2022.
- Co-author, “Compliance Lessons From Sephora CCPA Settlement,” *Law360*, September 13, 2022.
- Co-author, “CCPA/CPRA Will Apply to Employee AND B2B Data — Five Steps to Prepare for the January 1, 2023 Effective Date,” *Troutman Pepper*, September 6, 2022.
- Co-author, “Not So Pretty: Five Takeaways from New CCPA Settlement with Sephora and Other Enforcements ,” *Troutman Pepper*, August 30, 2022.
- Co-author, “Simplifying a Complicated Process — Four Steps to Comply with China’s PIPL New Security Assessment Requirements for Cross-Border Data Transfers September 1, 2022,” *Troutman Pepper*, August 9, 2022.
- Co-author, “California Privacy Protection Agency Publishes Draft Rules,” *Troutman Pepper*, June 6, 2022.
- Co-author, “ONC and CMS Pave a New Express Lane for Personalized Health Under the 21st Century Cures Act,” *Fenwick Insights*, April 2020.
- Co-author, “CCPA vs GDPR. Ten Steps to Take Now,” *Wolters Kluwer*, April 2019.
- Co-author, “Five Ways That Privacy Shield Is Different From Safe Harbor and Five Simple Steps Companies Can Take to Prepare for Certification*,”* Paul Hastings Stay Current, July 2016.
- Co-author, “Preparing for Phase 2. The next generation of HIPAA audits,” *PwC’s Value Outcome*, July 2014.
- Co-author, “The Compliance Manual for Prescribing Controlled Substances in Florida,” *DT & BW Publishing, LLC*, July 2011.

MEDIA COMMENTARY

- Quoted, “When AI Listens, Are Patients Entitled to the Recording?,” *Law360 Healthcare Authority*, September 22, 2026.
- Quoted, “California Reproductive Health Geofencing Law Could Trip Up Retailers, Other Users of Location Data ,” *Corporate Counsel*, December 2, 2025.