

# HALL BOOTH SMITH, P.C.



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Partner

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## Biography

Richard Sheinis has litigated in federal and state courts for 37 years and has been the first chair for approximately 175 jury trials. His clients have included health care professionals and institutions, technology companies, and global business entities.

Rich takes advantage of his litigation background to work with businesses in the areas of data privacy and cybersecurity, employment, and technology. He works with a wide variety of companies from small technology businesses to publicly traded companies with a global footprint.

Rich also teaches Health Information Privacy and Security as an adjunct professor at the University of North Carolina at Charlotte.

## Services

[Arbitration & Mediation](#)

[Data Privacy & Cybersecurity](#)

[Labor & Employment](#)

## Strategic Teams

[Coronavirus](#)

[Crisis Management](#)

## Experience

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## Data, Privacy & Cybersecurity

Rich is a Certified Information Privacy Professional (CIPP-US) and a Certified Information Privacy Technologist (CIPT) through the International Association of Privacy Professionals (IAPP). He works with companies to investigate and respond to HIPAA and other data breaches, advises on regulatory compliance including HIPAA, COPPA, PCI DSS, cross-border data transfer, the EU-US Privacy Shield, and other global privacy regulations. Rich is well-versed in technology matters, and regularly works on technology issues related to:

- Software as a Service (SaaS) agreements
  - Web development and hosting
  - Cloud computing
  - Electronic Health Record software agreements
  - Software licensing
  - Technology outsourcing
  - Data analytics
- 

## Labor & Employment

Rich has represented the interests of clients in a variety of employment matters. He has defended clients against discrimination claims base on race, religion, national origin, sex, disability, and age as well as Title IX claims against colleges and universities. He has also represented clients in lawsuits alleging violations of the Family Medical Leave Act, the Fair Labor Standards Act, and a variety of claims alleging wrongful termination. Representative matters include:

- Defended hotel chain against claims of national origin and religious discrimination.
- Defended employer against claim of gender discrimination.
- Represented health care providers against claims of disability, religious and racial discrimination.
- Prepared employment agreements, which included non-compete, non-solicitation and non-interference restrictive covenants.
- Responded to EEOC charges on behalf of a variety of employers.

## Credentials

### Admitted

State Courts:

- Georgia
- North Carolina
- Tennessee

U.S. District Courts:

- U.S. District Court for the Northern District of Georgia
- U.S. District Court for the Middle District of Georgia

U.S. Courts of Appeal:

- U.S. Court of Appeals for the Eleventh Circuit

## Certifications

- Certified Information Privacy Professional (CIPP/US), IAPP
- Certified Information Privacy Technologist (CIPT), IAPP
- Fellow of Information Privacy, IAPP

## Education

- J.D., Duke University, 1983
- B.A., Binghamton University, 1980

## Affiliations

- Analytics and Big Data Society, Board Member
- DRI
- Hospitality Technology Next Generation

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- International Association of Privacy Professionals
- Netherlands-American Chamber of Commerce of the Southeastern United States, Secretary
- University of North Carolina at Charlotte, School of Data Science, Adjunct Faculty

## Recognition

- [AV Preeminent® Peer Review Rated™](#), Martindale-Hubbell

## Presentations

- **Artificial Intelligence in Medicine: Risks, Benefits, and Best Practices**  
Georgia Society of Healthcare Risk Management (GSHRM)  
2024 Winter Meeting; February 2, 2024
- **Using AI in Your Business**  
HBS Webinar; July 27, 2023
- **New U.S. Privacy Laws & the Changing International Landscape**  
BITAC - Operations, April 2023
- **Partnering with Cyber Insurance Before, During, and After an Event**  
Charlotte Technology Leadership Conference; September 10, 2020

More +

- **COVID-19 Legislative Updates and Remote Security,**  
Curi; August 13, 2020
- **Revised CCPA Regulations And How COVID-19 Is Affecting Data Privacy**  
Hall Booth Smith; April 7, 2020
- **State Privacy Law Update**  
IAPP-Charlotte Knowledge Net Chapter; October 23, 2019
- **CCPA Is Almost Here - How to Get Ready**  
Hall Booth Smith; October 16, 2019
- **Beyond HIPAA: Cyber Threats, Hackers and Risks ...**

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## **and How to Protect PHI**

Georgia Society of Healthcare Risk Managers, Fall Conference; September 9, 2019

- **NY SHIELD Act: How Your Data Privacy and Security Obligations Could Change**

Hall Booth Smith; August 20, 2019

- **How AI Is Reshaping the Future of HealthCare**

Florida Society of Hospital Risk Managers and Patient Safety, Annual Conference; August 15, 2019

- **Blockchain in Hospitality: Regulatory and Governance**

Hotel Technology Next Generation; April 30, 2019

- **Are You Ready for GDPR?**

HTNG Asia-Pacific Conference, Macau, China; July 24-26, 2018

- **Held for Ransom! First Steps to Mitigate Potential Server and Systems Takeover**

Medical Mutual 2018 Webinar Series; April 11, 2018

- **Worried About GDPR?**

HT-NEXT Conference; March 14, 2018

- **GDPR Contracting**

HT-NEXT Conference, CISO Forum; March 13, 2018

- **Cybersecurity: Keeping Us Safe or Making Us More Vulnerable?**

Charleston School of Law 2018 Symposium; February 9, 2018

- **GDPR Readiness**

Hospitality Financial & Technology Professionals, Central Carolina Chapter Meeting; January 26, 2018

- **IT For Banking Law Lawyers: Threats, Security Trends, and Expectations**

USLAW NETWORK Banking and Financial Services In-House Counsel Forum; October 4, 2017

- **Exercising Cybersecurity Due Diligence in Mergers and Acquisitions**

Claims and Litigation Management Alliance, 2017 CLM Management & Professional Liability Conference; July 27, 2017

- **Data Security Risk Assessments: The Gold of Due Diligence**

American Bar Association, National Legal Malpractice Conference; April 20, 2017

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- **Getting Smart about PII: A Legal & Logistical Roadmap to Protect from Privacy and Security Risks**  
Hotel Technology Forum + HTNG North America HT-Next;  
April 11, 2017
- **Cloud Security and Mitigating Vulnerabilities**  
UNC Charlotte Cybersecurity Symposium; October 5, 2016
- **The GDPR, EU - US Privacy Shield and the Russian Data Localization Law**  
Hotel Technology Next Generation; May 3, 2016
- **Privacy/Cyber Legal Issues in Private Practices**  
Sterling Risk Advisors, Sterling Club Educational Breakfast;  
February 2, 2016
- **Better Call Saul**  
Hospitality eResources, Data Security Training Seminar;  
January 2016
- **Data Privacy and Security, Cyber Liability, Compliance and Other Concerns in the Data Age**  
Ohio Association of Civil Trial Attorneys; November 20-21, 2015
- **Protection and Use of EMR in the Digital Age of Analytics, Clouds and Bad Guys**  
North Carolina Health Information Management Association;  
November 5, 2015
- **Privacy & Cyber Liability, Protecting Your Business**  
Sovereign Risk Solutions, Soup to Nuts Lunch & Learn;  
August 27, 2015
- **Dawn of the Data Age**  
DRI, Data Breach & Privacy Law Conference; September 2014
- **The Road to Data Privacy and Cybersecurity**  
Alabama Association of Corporate Counsel, April 2014
- **The New HIPAA Security Omnibus Regulation & Other Updates for the HIPAA Security Rule**  
Georgia Society for Healthcare Risk Management, Fall 2013 Conference
- **Employment Policies and Agreements to Minimize Risk in BYOD Program**  
USLAW Webinar, August 20, 2013
- **HIPAA/HITECH and Other Data Security Issues**  
Georgia Healthcare Association, Spring 2012 Conference

## Publications

- **Global Data Download: Data Privacy & Security Report**  
Monthly newsletter highlighting updates on trending cybersecurity and related news topics. [Subscribe here.](#)
- **Analysis and Implications of the EU AI Act**  
HBS *PrivacyCafé* Podcast; March 27, 2024
- **A Closer Look: EU's Finalized AI Act & What It Means for the U.S.**  
HBS Data Privacy & Cybersecurity; March 20, 2024
- **Predictions for 2024 in Data Privacy and Cybersecurity**  
HBS *PrivacyCafé* Podcast; March 6, 2024

More +

- **The FTC Shows Its Dislike of Facial Recognition Technology**  
HBS Data Privacy & Cybersecurity Blog; January 2, 2024
- **HHS Warnings Trigger Class Actions Against Medical Providers for Use of Online Tracking Technologies**  
HBS Data Privacy & Cybersecurity Blog; January 2, 2024
- **Another Year Wasted for U.S. Federal Data Privacy Legislation**  
HBS Data Privacy & Cybersecurity Blog; December 5, 2023
- **Legal Implications of Using AI in Your Business**  
HBS Legal Trends Podcast; September 27, 2023
- **Legal Tips with Richard Sheinis: AI In Hospitality**  
Hotel Interactive; June 25, 2023
- **As Data Breach Class Actions Rise, Here's What to Know About the 'Kill Chain'**  
New York Law Journal; June 20, 2023
- **Canada's Consumer Protection Privacy Act (CPPA) at Least One Year Away**  
HBS Data Privacy & Cybersecurity Blog; November 8, 2022
- **Irish DPA Fines Whatsapp \$225 Million Euro For Transparency Violation**  
HBS Data Privacy & Cybersecurity Blog; September 14, 2021
- **The European Protection Board Issues Guidance On**

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## **Supplementary Measures For The Cross-Border Transfer Of Personal Data**

HBS Data Privacy & Cybersecurity Blog; July 13, 2021

- **Representative Ted Lieu Once Again Introduces The “Ensuring National Constitutional Rights For Your Private Telecommunications (ENCRYPT) Act”**

HBS Data Privacy & Cybersecurity Blog; June 8, 2021

- **The FTC Is Looking For Truth, Fairness, And Equity In The Use of Artificial Intelligence**

HBS Data Privacy & Cybersecurity Blog; May 3, 2021

- **French Supervisory Authority To Enforce Its Ad Tracker (“Cookie”) Guideline**

HBS Data Privacy & Cybersecurity Blog; April 2, 2021

- **Facebook Ordered to Pay \$650 Million For Violation of Illinois’ Biometric Information Privacy Act**

HBS Data Privacy & Cybersecurity Blog; March 9, 2021

- **What Is The Status Of Personal Data Transfers Between the EU and the UK?**

HBS Data Privacy & Cybersecurity Blog; February 9, 2021

- **No Solution Yet For The Transfer of Personal Data from EU to the US**

HBS Data Privacy & Cybersecurity Blog; January 12, 2021

- **European Lawsuit Accuses Uber of “Robo-Firing” Drivers**

HBS Data Privacy & Cybersecurity Blog; November 10, 2020

- **California Privacy Rights Act Passed By California Voters**

HBS Data Privacy & Cybersecurity Blog; November 4, 2020

- **U.S. National Privacy Legislation Introduced: The SAFE DATA Act**

HBS Data Privacy & Cybersecurity Blog; October 13, 2020

- **Patient Death Attributed to Hospital Ransomware Attack**

HBS Data Privacy & Cybersecurity Blog; September 23, 2020

- **Is the European Hospitality Industry Ready for the Payment Services Directive 2?**

HBS Data Privacy & Cybersecurity Blog; September 8, 2020

- **Update In the Post-Schrems II Era and Guidance for the Use of Standard Contract Clauses**

HBS Data Privacy & Cybersecurity Blog; September 8, 2020

- **Legislation Introduced to Put Limits on Use of Facial**



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## **Recognition**

HBS Data Privacy & Cybersecurity Blog; August 10, 2020

- **Congress is All Talk And No Action When It Comes To Data Privacy**

HBS Data Privacy & Cybersecurity Blog; June 30, 2020

- **Thailand Delays Data Protection Law Because of COVID-19**

HBS Data Privacy & Cybersecurity Blog; June 9, 2020

- **Dutch Court Goes Too Far In Enforcing Privacy Regulation**

HBS Data Privacy & Cybersecurity Blog; June 2, 2020

- **European Data Protection Board Issues Guidelines On The Use of Location Data and Contact Tracing Tools In the Context of COVID-19**

HBS Data Privacy & Cybersecurity Blog; May 12, 2020

- **Senators Introduce Bill to Protect Personal Data Amidst COVID-19**

HBS Data Privacy & Cybersecurity Blog; May 12, 2020

- **Are Countries Willing To Bend The Privacy Rules To Track COVID-19**

HBS Data Privacy & Cybersecurity Blog; April 14, 2020

- **California Attorney General Fiddles While Rome Burns**

HBS Data Privacy & Cybersecurity Blog; March 30, 2020

- **Brexit Is Here, so What Does That Mean for Data Privacy?**

HBS Data Privacy & Cybersecurity Blog; February 13, 2020

- **CA Attorney General Issues New Draft of CCPA Regulations**

HBS Data Privacy & Cybersecurity Blog; February 13, 2020

- **The Cyber Threat: Landscape for 2015**

Hall Booth Smith, 2015

- **Data security risk: You can take it anywhere**

Journal of Accountancy; April 1, 2014

- **Data Security Part 3: Training Staff to Reduce Risks Associated with Data Breach**

Hospitality Upgrade, March 2014

- **Making Your Cloud Agreement Work for You**

Hospitality Upgrade, October 2013

- **Legal Corner: Embracing Mobility**

Hospitality Upgrade, June 2013

- **Data Protection in International Business**

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DRI: For The Defense, 2012

- **Data Protection in International Business**

DRI: For The Defense, May 2012

- **Enforcement of International Arbitration Awards in the United States**

DRI: For The Defense, 2011

## In the Press

### **PrivacyCafé: Analysis & Implications of the EU AI Act**

April 1, 2024

Richard Sheinis and Jade Davis discuss the European Union's Artificial Intelligence Act and its implications for businesses globally, especially in the USA.

[Read More](#)

### **A Closer Look: EU's Finalized AI Act & What It Means for the U.S.**

March 20, 2024

Touted as the world's first comprehensive legal framework of its kind, the AI Act will go into effect in stages over the next three years. The AI Act will apply to both businesses operating within the EU and to any AI developers or creators whose AI systems are used in EU countries and raises a few questions...

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### **PrivacyCafé: Predictions for 2024 in Data Privacy &**

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## Cybersecurity

March 6, 2024

Partners Richard Sheinis and Jade Davis discuss their predictions for the data privacy and cybersecurity industry in 2024.

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## HBS Partners Richard Sheinis & Jade Davis Host New Podcast “PrivacyCafé”

February 26, 2024

Hall Booth Smith is proud to announce the launch of its new podcast PrivacyCafé, hosted by Partners Richard Sheinis and Jade Davis.

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