



## Sara Pullen Guercio

Associate

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### Related Services

Technology ■ Privacy, Cyber & Data Strategy ■ Intellectual Property ■ HIPAA/Health Information Privacy, Security & Breach Response ■ California Privacy & the CCPA ■ Emerging Technologies & Innovation ■ Privacy & Cyber Regulatory Enforcement

Sara Pullen Guercio is an associate in Alston & Bird's Technology & Privacy Group. Sara assists clients with various technology contracting and privacy compliance matters and is an experienced project manager. Sara concentrates her practice on health care-related privacy matters and health care technology transactions.

Before joining the firm, Sara was a member of the health care industry, serving as a critical care nurse. She was also a co-leader and project manager of an interdisciplinary project to reduce recidivism among cardiothoracic surgery patients at a large health care organization. Sara brings real world experience, unique understanding of the health care industry, and dedication to helping others to her clients and law practice.

Sara graduated cum laude from Emory University Law School. While attending law school, she served as the president of the Health Law Society and competed and coached for Emory's Moot Court Society. Sara also participated in TI:GER, an interdisciplinary law and business program co-offered by Emory and Georgia Tech, which focuses on bringing novel intellectual property to market through patent prosecution and seeking FDA clearance. Sara earned her B.S. in nursing from the University of Florida, and B.S. in neuroscience with minors in chemistry and English literature from the University of Miami. She received her M.B.A. from the Georgia Institute of Technology in 2021.

### Publications & Presentations

#### Publications

- "Key Issues Raised by Colorado's Brain Data Privacy Bill," *Law360*, April 30, 2024.
- "Neurotechnology Will Spur Novel Privacy Issues and Regulations," *Bloomberg Law*, January 9, 2024.
- "Federal Trade Commission Continues Its Focus on Health Privacy," *The Journal of Federal Agency Action*, November 2023.
- "Limit Your Health Data Sharing and Call Me in the Morning: Federal Trade Commission Prescribes Enforcement of the Health Breach Notification Rule," *Pratt's Privacy & Cybersecurity Law Report*, July 2023.
- "Life, Liberty, and Vaccines: The Clash Between the Coronavirus and Religious Freedom," *CanopyForum.com*, July 22, 2020.

### Professional & Community Engagement

- Georgia Bar Association

- American Association of Critical Care Nurses
- Registered Nurse – Georgia
- Certified Critical Care Registered Nurse (Retired)

## *Education*

- Georgia Institute of Technology (M.B.A., 2021)
- Emory University (J.D., 2020)
- University of Florida (B.S., 2013)
- University of Miami (B.S., 2010)

## *Admitted to Practice*

- Georgia