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Privacy Compliance Evaluation Checklist For Data Providers

Use this checklist to assess whether a commercial data provider meets the compliance demands of HIPAA-regulated marketing. The focus is not just on infrastructure, but on how data is sourced, governed, delivered, and monitored.

HIPAA & BAA Readiness

- ☐ Willingness to sign a BAA (standard or on request)
- ☐ Documentation of HIPAA-aligned infrastructure and data handling
- ☐ PHI is never used for modeling, activation, or delivery
- ☐ Sourcing methods and de-identification processes are audit-ready

Consent Enforcement & Suppression

- ☐ Opt-in datasets are clearly labeled and governed
- ☐ Audience suppression logic is embedded at the segment level
- ☐ No activation of PHI or identity-level targeting without consent
- ☐ Support for tokenization, pseudonymization, or hashed ID delivery

Auditability & Transparency

- ☐ Data sources are disclosed and regularly refreshed
- ☐ Modeling methods can be described in plain language
- ☐ Clean room or hashed ID delivery is documented
- ☐ Support teams provide audit logs or privacy documentation upon request

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