

Privacy Compliance Evaluation Checklist for Analytics Platforms

Use this checklist to validate vendor claims during evaluation:

BAA

- ☐ Vendor agrees to HIPAA BAA without exception.
- ☐ Contract includes PHI governance, breach notification, and audit support.

Data Handling

- ☐ PHI suppression enabled by default.
- ☐ URLs, IP addresses, and form inputs cleansed or masked.
- ☐ Encryption in transit and at rest.

Hosting & Deployment

- ☐ HIPAA-eligible hosting available (private cloud, on-prem, or managed).
- ☐ Server-side event collection supported.
- ☐ No PHI stored in vendor-controlled environments without explicit governance.

Consent & Governance

- ☐ Real-time CMP integration.
- ☐ Conditional event firing based on consent.
- ☐ Configurable data retention policies.
- ☐ Full audit logs of all activity.

Usability

- ☐ Interface accessible to marketing and compliance teams.
- ☐ Training and healthcare-specific resources available.



www.wheelhousedmg.com



intros@wheelhousedmg.com

Legal Disclaimer: The information contained in this communication should not be construed as legal advice on any matter. Wheelhouse DMG is not providing any legal opinions regarding the compliance of any solution with HIPAA or other laws and regulations. Any determination as to whether a particular solution meets applicable compliance requirements is the sole responsibility of the client and should be made after consulting with their own legal counsel.