

Privacy Compliance Evaluation Checklist for Tag Management & Server-Side Tracking

Use this checklist to evaluate whether a vendor's tag management or server-side platform is viable for HIPAA-regulated healthcare environments.

Legal & Regulatory Readiness

- ☐ Willingness to sign a Business Associate Agreement (BAA)
- ☐ Support for HIPAA-compliant configuration (PHI suppression, consent-based tagging)
- ☐ Multi-jurisdictional logic (HIPAA, CPRA, GDPR, state privacy laws)

Consent Enforcement Capabilities

- ☐ Ability to block all tags/scripts until explicit consent is granted
- ☐ Real-time consent orchestration across web, app, and server
- ☐ Persistent enforcement across sessions, devices, and environments

Audit & Logging

- ☐ Timestamped logging of all tag and server-side events
- ☐ Configurable HIPAA-compliant retention
- ☐ Export options for audits and incident response

Technical & Architectural Fit

- ☐ Server-side container available in HIPAA-eligible cloud
- ☐ APIs and SDKs for mobile, app, and server use
- ☐ Composable architecture compatibility

Vendor Reliability & Support

- ☐ Documented healthcare deployments
- ☐ Roadmap aligned to privacy regulation changes
- ☐ Dedicated implementation and compliance support



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