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 HIPAAregulated 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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