

Privacy Compliance Evaluation Checklist



Use this checklist to evaluate whether a CMP is viable for HIPAA-regulated environments **before selection or implementation**.

Legal & Regulatory Readiness

- ☐ Willingness to sign a Business Associate Agreement (BAA)
- ☐ Support for HIPAA-compliant configuration (e.g., suppression of PHI in cookies)
- ☐ Ability to configure flows for multi-jurisdictional privacy laws (HIPAA, CPRA, GDPR)

Consent Enforcement Capabilities

- ☐ Ability to block all tracking tags/scripts until explicit consent is granted
- ☐ Real-time consent orchestration across systems (CDPs, CRMs, EHRs)
- ☐ Persistent enforcement across sessions, pages, and devices

Audit & Logging

- ☐ Timestamped logging of all user consent events
- ☐ Configurable retention aligned to HIPAA requirements
- ☐ Export options for compliance and incident response

Technical & Architectural Fit

- ☐ Deployment via tag manager (not hardcoded)
- ☐ Availability of SDKs and APIs for web, mobile, and server-side use
- ☐ Compatibility with composable architecture and healthcare stacks

User Experience & Accessibility

- ☐ Customizable banners based on location, language, or device
- ☐ ADA/508-compliant UI design and localization support
- ☐ Preference centers and self-service consent management

Vendor Reliability & Support

- ☐ Documented experience with healthcare or PHI-sensitive use cases
- ☐ Clear roadmap for adapting to U.S. state laws and FTC/OCR updates
- ☐ Dedicated implementation support and healthcare references available



intros@wheelhousedmg.com



www.wheelhousedmg.com

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