

Sample RFP Questions For Data Providers

Use these prompts to structure conversations and vendor evaluations during procurement.

Privacy & Compliance

- Can you provide documentation of HIPAA compliance and willingness to sign a BAA?
- How do you ensure no PHI is activated or exposed during targeting or matchback?
- What are your primary data sources, and how are they de-identified or tokenized?

Activation & Integration

- Do you support hashed ID delivery into clean rooms, CDPs, or DSPs?
- What downstream destinations are natively supported?
- How frequently is your data refreshed or revalidated?

Transparency & Modeling

- Are your health segments based on opt-in, modeled, or observed behavior?
- If segments are based on opt-in data (such as HCP self-identification or survey panels), how is ongoing consent managed?
- What is the process for individuals to opt out, and how frequently is that data refreshed or revalidated?
- How is your modeling validated for accuracy, fairness, and bias?
- Can you disclose the features or data sources used to construct health interest segments?

Support & Documentation

- Do you provide audit logs, sourcing disclosures, or model documentation upon request?
- What SLA-backed support do you offer for implementation or compliance reviews?



intros@wheelhousedmg.com



www.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.