

Sample RFP Questions for Tag Management & Server-Side Tracking Vendors



Use these questions to vet vendors in RFP or procurement conversations:

Privacy & Compliance

- Will you sign a BAA?
- How does your system enforce consent before any tag fires?
- Can you demonstrate audit log exports aligned with HIPAA?

Technical Fit

- What SDKs/APIs exist for mobile and server-side deployments?
- At what point in the load cycle does consent logic apply?
- Can your system be deployed without race conditions?

Healthcare Use Cases

- Do you have experience supporting HIPAA-regulated websites or portals?
- How do you prevent PHI (e.g., condition names in URLs) from leaving the environment?

Consent & Data Governance

- How does your platform enforce suppression across sessions and devices?
- Can data payloads be filtered or anonymized at the server level?

Support & Change Management

- How do you adapt to new privacy regulations (e.g., state health data acts)?
- What implementation and ongoing support do you provide for healthcare teams?



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.

