SERVER-SIDE ANALYTICS
Your Google Analytics data can be HIPAA-compliant

HIPAA regulations require healthcare organizations that use third-party tracking technologies, like Google Analytics, to protect user privacy by removing identifying information. Google Analytics itself doesn't offer this kind of control. That's where Coffey's solution comes in. Our server-side analytics process allows you to use Google Analytics in a HIPAA-compliant way by controlling what data is sent from your website.

Protected by a Business Associate Agreement (BAA)
- Clients have BAAs with Coffey.
- Coffey has a BAA with the Google Cloud Server.

Partnering to ensure HIPAA compliance
We developed our server-side analytics process with an eye toward HIPAA compliance, but your team and Coffey will need to work together to safeguard data.

How it works

1. Coffey sets up Google Tag Manager (GTM) on your website.
We use GTM to implement Google Analytics 4 (GA4). This means you don't have to put GA4 directly on your website.
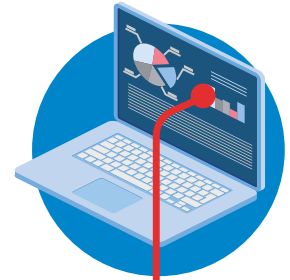
### 2. The Google Cloud Server removes sensitive data.
Following the instructions Coffey sets up in GTM, the Google Cloud Server removes personal information (PI) and protected health information (PHI). Our main target here is IP addresses.

Google Tag Manager and the Google Cloud Server do not store any data.

3. Anonymized data flows to Google Analytics.
Google Analytics receives only the data that you choose to allow through.
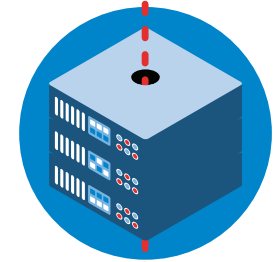
4. HIPAA-compliant data is available in Google Analytics.
You can use the Google Analytics interface to view website data, just like you do now. Since we're not tracking IP addresses, specific location information won't be available. But the rest of your usual data should be there.

COFFEY COMMUNICATIONS

coffeycomm.com

Learn more about Coffey's approach to privacy
Find out more and contact us at **coffeycomm.com/serverside**.