**Freshpaint**

Make Your Facebook And Google Ad Suite HIPAA-Compliant

Replace your untrusted tracking technologies with Freshpaint to make Google Analytics, Google Ads, and Facebook Ads HIPAA-compliant.

Your Website

THE HIPAA LAW HAS CHANGED

An IP address and a visit to a condition-specific page captured by the tracking technologies that power your ad suite is all it takes to violate HIPAA. And the government has put providers on notice with recent updates to the law that forbid those trackers. A $1.5M fine issued by the FTC in early 2023 means it's time to pay attention.

Non-HIPAA Compliant Destination

18 HIPAA Personal Identifiers

+

Health Information
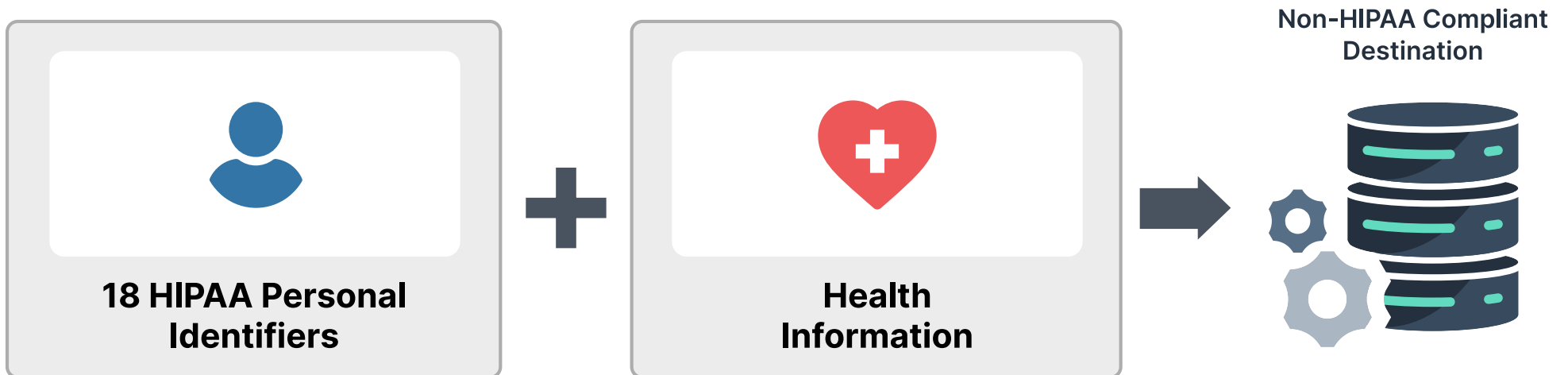
REMOVE THE TRACKING TECHNOLOGIES THAT VIOLATE HIPAA

It's the tracking technologies like Meta's Pixel that put you at risk of violating HIPAA. Instead of cutting off key advertising channels and losing the ability to measure your website's performance, remove those trackers and use Freshpaint's HIPAA-compliant platform instead.

Facebook & Google Personal User Data Vacuums

Your Website

Tracking Technology
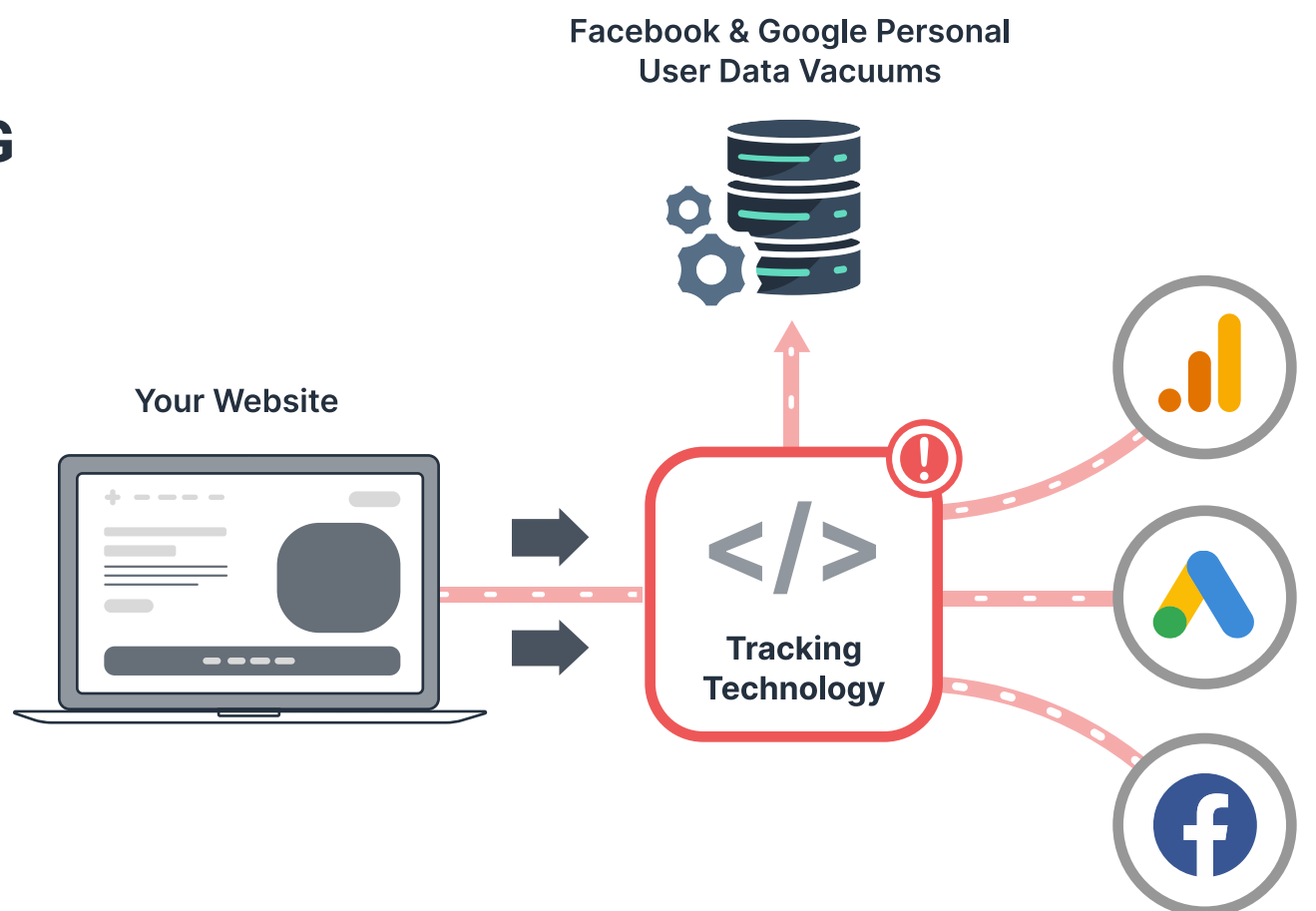
KEY BENEFITS

Make Your Digital Advertising Channels HIPAA-Compliant

Limit Google and Facebook ads to only the minimum data they need to optimize for more high quality leads.

Continue Measuring Performance With Google Analytics

Google Analytics doesn't need any of the HIPAA individual identifiers to report on the metrics you need to measure your business. Freshpaint blocks those identifiers in an irreversible way.

Reduce The Security Footprint Across Your Tech Stack

Control your data across the entire tech stack. Freshpaint restricts PHI flowing to non-compliant destinations, but can allow full payload for destinations where you have a BAA.

KEY FEATURES THAT KEEP YOUR AD SUITE HIPAA-COMPLIANT

BAA For Full Protection

Freshpaint is purpose built to collect, store, and manage customer data across your tech stack.

Safe By Default

Freshpaint's default state is to never send any data to non-compliant tools.

Server-Side Implementation

Unsafe tracking technologies are installed client-side and can intercept identifiers and health information. Freshpaint is only implemented server-side to give you control over your data.

Built-In De-Identification

Freshpaint uses irreversible cryptographic hashing to block user identifiers, so non-compliant analytics tools can never know the identity of the user.

Forced Allowlists

Remember, Freshpaint doesn't send any information to non-compliant tools. You choose which events and which data is safe to send.

Fast Implementation

Freshpaint's implementation takes less than a week to move you off unsafe tracking technologies and onto a HIPAA compliant platform.

Freshpaint

freshpaint.io