

Report on Patient Privacy Volume 22, Number 7. July 07, 2022 Meta Pixel Security Checklist

By Jane Anderson

Organizations covered by HIPAA should take several steps to determine whether their websites and patient portals use the Meta Pixel tracking tool and, if the technology is present, remove it immediately, said Rebecca Herold, president of SIMBUS360 and CEO of The Privacy Professor.^[1] Herold said that every covered entity (CE) and business associate (BA) should:

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