

Report on Medicare Compliance Volume 31, Number 44. December 12, 2022

News Briefs: December 12, 2022

By Nina Youngstrom

◆ The HHS Office for Civil Rights (OCR) has issued a bulletin to highlight the obligations of covered entities and business associates when using online tracking technologies like Meta Pixel and Google Analytics.^[1] “Some regulated entities regularly share electronic protected health information (ePHI) with online tracking technology vendors and some may be doing so in a manner that violates the HIPAA Rules,” OCR said Dec. 1. “The HIPAA Rules apply when the information that regulated entities collect through tracking technologies or disclose to tracking technology vendors includes ePHI. Regulated entities are not permitted to use tracking technologies in a manner that would result in impermissible disclosures of ePHI to tracking technology vendors or any other violations of the HIPAA Rules.”

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