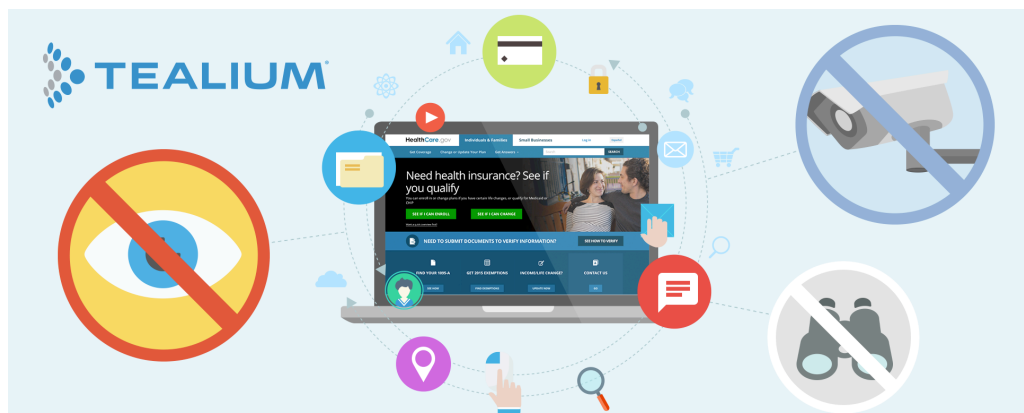




## Client Profile

The Centers for Medicare & Medicaid Services is a federal agency that administers the Medicare program and works in partnership with state governments to administer Medicaid, as well as other state programs.

## Using Tealium iQ Tag Management to Increase Customer Information Privacy



## Overview

As part of its commitment to protecting user privacy, [Healthcare.gov](https://www.healthcare.gov) - the flagship site for the Affordable Care Act - was seeking ways to bolster the privacy and information-sharing tools available to their customers. In addition to giving users more control over the information shared across their site, Healthcare.gov wished to have a stronger mechanism in place for honoring Do Not Track (DNT).



DNT is a technology available for protecting online privacy, specifically addressing the challenge of pervasive online web tracking. Theoretically, if a user has enabled DNT in their browser settings, then the ability of a web application to track a user should be disabled, but that is not always the case. This was a significant concern for HealthCare.gov, who wanted to provide the highest possible level of security to their users.



## Challenge

Although HealthCare.gov met the privacy standards, they wanted to provide their customers with an extra layer of security in addition to DNT. This extra security would ensure that DNT tracking was being honored, and offer their customers further peace of mind that their information was secure.

Also, in order for DNT to successfully work, users need to both be aware that DNT exists, and take steps to locate and enable this functionality within their specific browser settings. Even if a user takes the initiative to enable DNT, it does not guarantee that a third party will respect the DNT signal.



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## About Blast Analytics & Marketing

Founded in 1999, Blast Analytics & Marketing is a team of certified experts who identify and solve unique business problems using cutting edge technology. Blast helps businesses evolve through a proven process of analytics and digital marketing intelligence. Enterprise companies work with Blast to help them confidently make improvements through data-driven decisions. [Check us out](#) to see how we can help you!

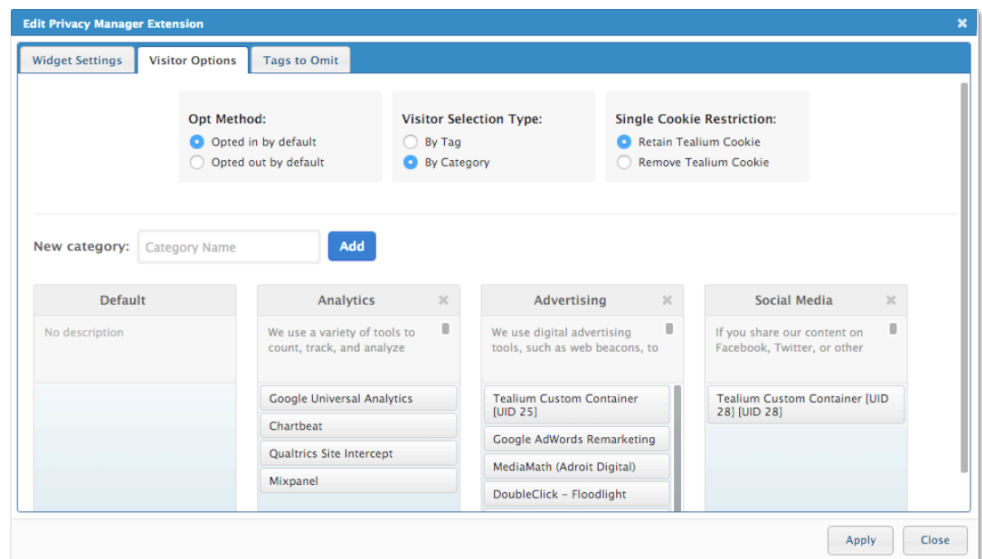
Blast's offices are located in San Francisco, Los Angeles, Rocklin, Seattle, Chicago, New York, Boston, and London. CMS, Ebay, Intuit, PayPal, and Toys R Us are among their extensive client list.

Theoretically, a third party website could match up information unknowingly provided to them by a referring website with an already extensive amount of information they have collected about a user. This could result in a detailed profile of a user's online reading habits, buying preferences, medical conditions, salary, etc. and HealthCare.gov wanted to ensure this did not happen to their customers.

## Solution

To meet the security standards set by HealthCare.gov, [Blast Analytics & Marketing](#) recommended the use of the Tealium iQ tag management. By migrating all site tags from Google Tag Manager (GTM) to the [Tealium iQ tag management](#) solution, HealthCare.gov could give users control over what tracking and data collection takes place during their visit. **Leveraging Tealium iQ capabilities and a Tealium Privacy Extension option, a new Privacy Manager was built and implemented across both the English and Spanish sites.**

When opted out of specific tracking categories, the **Privacy Manager blocks third-party tools from ever loading**, regardless of your cookie settings, **preventing cookies, web beacons, and local storage objects from being placed on a user's device.** This provides users with an additional layer of privacy, and HealthCare.gov retains a user's desired settings for 3 years from the date of their most recent visit.



The Privacy Manager is also unique in that it provides users with the choice to opt-in or opt-out of entire classifications of tags, rather than individual tags. The three classification categories of third-party tools used by HealthCare.gov that can now be managed by users are:



## About Tealium

Tealium is the leader in enterprise tag management and customer data solutions that power the real-time enterprise. Tealium's industry-leading customer data platform includes tag management, cross-channel audience management, and a suite of rich data services. Leveraging Tealium's open platform, marketers can create a unified customer view in real time; drive more profitable and relevant omnichannel interactions; and fuel the performance of business intelligence and data warehouse projects using the richest source of first-party data available. For more information, visit [www.tealium.com](http://www.tealium.com). To learn more about the company's growing customer base, visit [here](#).

- **Advertising:** Will block the use of digital advertising tools such as web beacons.
- **Social Media:** Will block the ability to track a user sharing content on Facebook, Twitter, or other social media accounts.
- **Web Analytics:** Will block the ability to use tools to count, track, and analyze visits.

**HealthCare.gov Privacy Settings**

**Your Privacy Options**

We take your privacy seriously. You can change the settings below to make sure you're comfortable with the ways we collect and use information while you're on HealthCare.gov. For more information, please see our [privacy notice](#) or to see the list of specific tools in each category, please [see our list of third-party services](#).

Category	Description	Status
Advertising	We use digital advertising tools, such as web beacons, to track the effectiveness of our digital advertising outreach efforts. This helps us identify ads that are helpful to consumers and efficient for outreach. Selecting OFF will block this tracking.	<input checked="" type="radio"/> On <input type="radio"/> Off
Social Media	If you share our content on Facebook, Twitter, or other social media accounts, we may track what HealthCare.gov content you share. This helps us improve our social media outreach. Selecting OFF will block this tracking.	<input checked="" type="radio"/> On <input type="radio"/> Off
Web Analytics	We use a variety of tools to count, track, and analyze visits to HealthCare.gov. This helps us understand how people use the site and where we should make improvements. Selecting OFF will block this tracking.	<input checked="" type="radio"/> On <input type="radio"/> Off

Furthermore, Tealium does not see, collect, or store a user's data either. By building a set of instructions for the browser to execute, the management and routing of data is completed within the browser itself, rather than through the Tealium servers. User IDs stored in its cookies are different on each website, and they do not use any sort of browser fingerprinting or supercookies. **These safeguards make it virtually impossible for Tealium to track HealthCare.gov users.**

Lastly, users who have turned on the DNT feature in their browser will have advertising-related tracking disabled by default.

## Results

Through their partnership with Blast, and implementation of Tealium technology, **HealthCare.gov was able to improve privacy across the site**, including a [new privacy policy](#), easy privacy controls for users, and a commitment to honoring the DNT browser setting.

**HealthCare.gov is the first US government site to implement this extra layer of security, demonstrating a commitment to their users by giving them a choice about controlling their privacy options.**