



Data	6 million healthcare providers, 3.4 million records with email addresses, and nearly 7,000 hospitals, verified monthly
Solutions Utilized	Individual Rights Manager, Managed Services, Cookie Consent Manager, TRUSTe Enterprise Privacy Certification, and System Integrations
Independent Credentials	TRUSTe Enterprise Privacy Certification (2025 and 2026 cycles), SOC 2 Type II attestation, NAI membership

Company Profile

INDUSTRY

Healthcare Data and Marketing Technology

TENURE

25+ Years in the Market

SIZE

50+ Employees

OVERVIEW

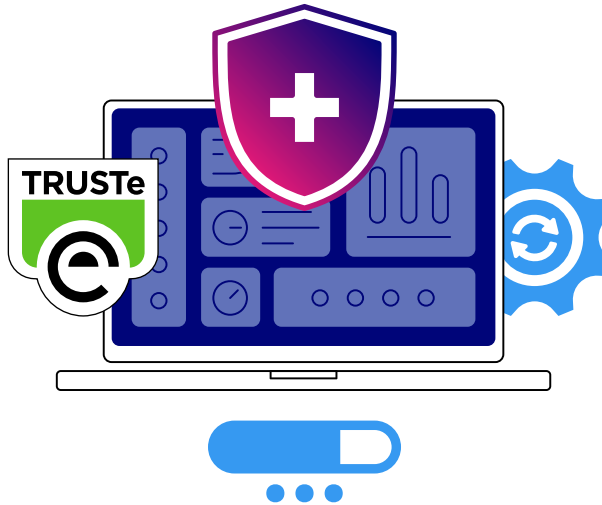
How HealthLink Dimensions automated individual rights at scale, closed out bot traffic, and built an independently verified compliance program

In healthcare data, most providers treat privacy as a legal cost of doing business: a policy page, a self-attestation, and a response plan written after something goes wrong. HealthLink Dimensions, the provider of one of the nation’s leading healthcare clinician databases, made the opposite choice. The company decided it would rather be examined than take its own word for it.

That decision now has a record behind it. HealthLink has passed the TRUSTe Enterprise Privacy Certification audit in two consecutive annual cycles, completed a SOC 2 Type II attestation covering its security, availability, and data-protection controls, and joined the Network Advertising Initiative (NAI) alongside DeepIntent, PulsePoint, The Trade Desk, and Veeva. Few companies in the healthcare data category hold all three.

TrustArc supplied both halves of that program: the independent certification itself, and the operational infrastructure that makes it sustainable. Automated intake and fulfillment of individual rights requests, database-level identity matching that closes out non-matching automated traffic, and consent management across HealthLink’s web properties now run as standing systems rather than manual projects.

The result is a privacy posture HealthLink’s commercial team leads with, instead of one it discloses.



THE CHALLENGES

Rising Regulatory Complexity and High-Volume Automated Traffic

As a database provider handling high-integrity provider data at scale, HealthLink Dimensions operates under the California Consumer Privacy Act (CCPA/CPRA) and a widening set of state privacy laws. Rather than wait to be told what was required, the company set out to solve five problems at once.

A deliberate bet on independent verification. HealthLink’s leadership concluded that in a category where most participants self-attest, self-attestation was no longer worth much. The company wanted an outside reviewer to examine its practices annually. That raised a second requirement immediately: a certification the company could not operationally sustain would be worse than no certification at all, so the partner had to supply the tooling as well as the seal.

High-volume automated request traffic. HealthLink’s visibility in the healthcare data market drew a steady, high-volume stream of Data Subject Requests (DSRs) into its privacy portals. A significant share arrived from automated submission services rather than from providers actually present in HealthLink’s database, and each one still consumed review time.

Verification built for a lower-stakes era. The legacy process confirmed that a requester controlled an email inbox and little else. For requests touching provider data, HealthLink wanted verification that matched the request against actual database records, not just against a mailbox.

Statutory clocks across a widening set of obligations. CCPA set the baseline at 45 days, extendable once by another 45. The obligations have multiplied since: additional state comprehensive privacy laws, data broker registration, and California’s Delete Act and its DROP deletion mechanism. Manual triage does not scale into that, and the penalty for missing a clock is not discretionary.

A record that survives review. Rejecting an invalid request is straightforward. Reconstructing eighteen months later why it was rejected is not. HealthLink wanted every disposition, rejections included, written to a system-generated record an auditor or regulator could follow.

“Two years ago we decided we would rather our privacy compliance and data security programs be examined by a credible third party than ask our customers to take our own word for it. That is why we have now been through the TRUSTe certification twice, completed a SOC 2 Type II, and joined the NAI. TrustArc gave us the machinery to back all of it up. Our rights requests get matched against actual database records, the automated traffic closes itself out, and every decision we make is written down. When a life sciences client asks how we handle provider data, I hand them independent verification instead of a promise.”

Nathan Lenyszyn, Chief Marketing Officer and Head of Privacy Compliance, HealthLink Dimensions

“True privacy leadership requires a shift from passive compliance to active stewardship. By integrating TrustArc’s automation suite and completing our certification in two consecutive cycles, HealthLink Dimensions has set a benchmark for the healthcare data sector. They aren’t just reacting to regional regulations. They are proactively designing a transparent, privacy-first data framework that sets them apart as an industry leader.”

Noël Luke, Chief Assurance Officer, TrustArc

THE SOLUTIONS

A Unified TrustArc Architecture

Privacy and compliance sit with CMO and Head of Privacy Compliance Nathan Lenyszyn at HealthLink. Working with the company’s engineering and IT security teams, and after evaluating multiple privacy platforms, HealthLink selected TrustArc and built out a five-part solution.

- Individual Rights Manager**
Integrated directly with Azure SQL, Jira, HubSpot, and Salesforce, Individual Rights Manager automates the intake, matching, and fulfillment of incoming DSRs, and gives HealthLink a single place where every request and its outcome is recorded.
- Automated Recipe Builder**
Working with the IT engineering team, HealthLink designed custom recipes that query its backend databases directly. The recipes validate whether a requester actually appears in the data, fulfill the request when they do, and close out non-matching requests automatically with the reason recorded.
- Cookie Consent Manager**
Deployed across HealthLink’s web domains with the autoblock feature enabled. The team categorizes tracking scripts dynamically and prevents non-compliant third-party tracking without disabling the site-side scripts the business depends on.
- TRUSTe Enterprise Privacy Certification**
HealthLink pursued the TRUSTe Enterprise Privacy Certification to put its practices in front of an independent reviewer, and has now completed the audit in two consecutive annual cycles. The company has committed to annual renewal, which means the program is re-examined every year rather than certified once and left alone.
- Managed Services and Strategic Support**
Through trial, deployment, and both certification cycles, HealthLink worked with TrustArc’s Managed Services team and a dedicated Technical Account Manager (TAM) to resolve integration issues such as IP whitelisting for the SQL database connector, and to prepare evidence for the 2025 certification audit and the 2026 recertification.

THE RESULTS

Building the Program Around the Platform

HealthLink treated the TrustArc deployment as the operating core of a broader program rather than as the program itself. Three further commitments sit alongside it.

- SOC 2 Type II attestation.**
HealthLink completed a SOC 2 Type II examination of its security, availability, and data-protection controls. Privacy certification and security attestation answer different questions, and enterprise buyers in life sciences increasingly ask both.
- NAI membership.**
HealthLink joined the Network Advertising Initiative in September 2025, binding itself to the NAI’s self-regulatory code for healthcare-related advertising and to its annual compliance review.
- California Delete Act readiness.**
HealthLink is registered as a California data broker and is building its DROP deletion pipeline ahead of the statutory deadline, with a standing internal task force meeting on a bi-weekly cadence to run it. The program includes automated, rules-based distribution of deletion files and contractual gating on downstream recipients.

Business Outcomes

Treating privacy as an operating discipline rather than a compliance task has produced results HealthLink can point to.

- Operational efficiency at scale.**
The automated recipe builder now resolves non-matching automated requests without human review, returning privacy team capacity to the requests that involve actual providers in the database.
- A defensible, auditable record.**
Every request disposition, including rejections, is captured in a system-generated audit trail. HealthLink can show a reviewer what was decided, when, and on what basis.
- Requests closed within statutory windows.**
Automated intake, matching, and fulfillment allow HealthLink to complete valid DSRs inside the CCPA response window as a matter of routine, and give the team visible warning when a request needs escalation.
- A credential set that shortens enterprise sales cycles.**
Two consecutive TRUSTe certifications, a SOC 2 Type II attestation, and NAI membership give HealthLink independent third-party answers to the security and privacy diligence that major life sciences brands run before signing. The privacy program has become an argument for the deal rather than an obstacle in it.

Ready to get started?

Read About TrustArc

Talk to an Expert

About TrustArc

As the leader in data privacy, TrustArc automates and simplifies the creation of end-to-end privacy management programs for global organizations. TrustArc is the only company to deliver the depth of privacy intelligence, coupled with the complete platform for automation, that is essential for the growing number of privacy regulations in an ever-changing digital world. Headquartered in San Francisco, and backed by a global team across the Americas, Europe, and Asia, TrustArc helps customers worldwide demonstrate compliance, minimize risk, and build trust. For additional information visit www.trustarc.com