

Privacy Policy

Last Updated: September 8, 2026

Dr. Paul Tortland, DO and New England Stem Cell Institute ("Dr. Tortland," "we," "us," or "our") respect your privacy.

This Privacy Policy explains how information **may be collected, used, disclosed, retained, and protected** when you visit **DrTortland.com** (the "Website"), including when you use Website forms, request information or a consultation, subscribe to communications, or otherwise interact with the Website.

This Privacy Policy is intended to provide clear information about our anticipated and actual Website privacy practices. The technologies and services described below may change over time, and this Privacy Policy may be updated accordingly.

This Privacy Policy should be read together with our Terms of Service.

1. Information You May Voluntarily Provide

Depending upon how you interact with the Website, you may voluntarily provide information such as:

- Name;
- Email address;
- Telephone number;
- General location;
- Communication preferences;
- Information contained in a general inquiry;
- Newsletter or email subscription information;
- Appointment or consultation request information; and
- Other information you voluntarily choose to submit.

We intend to collect only information that is reasonably necessary for the purpose for which it is requested.

Please Do Not Submit Sensitive Medical Information Through General Website Forms

The Website is not a patient portal, and general Website forms are not intended for submission of protected health information, detailed medical records, or other highly sensitive medical information.

Please do not submit through a general Website form:

- Medical records;
- Detailed medical histories;
- Diagnoses;

- Laboratory results;
- Imaging;
- Medication lists;
- Insurance information;
- Social Security numbers;
- Financial account information;
- Photographs containing sensitive medical information; or
- Other highly sensitive health information.

Existing patients should use the secure communication method provided by the practice when submitting confidential clinical information.

2. Information That May Be Collected Automatically

When you visit the Website, certain technical or usage information may be collected automatically, depending upon the technologies implemented.

This information may include:

- Internet Protocol (IP) address;
- Browser type and version;
- Device type;
- Operating system;
- Approximate geographic location;
- Referring website;
- Pages visited;
- Date and time of visits;
- Session information;
- Website interactions;
- Performance information;
- General usage information; and
- Other technical information reasonably necessary for Website operation, security, analytics, or performance.

We intend to limit automatic collection to information reasonably necessary for the purposes described in this Privacy Policy.

3. Cookies and Similar Technologies

The Website **may use** cookies, pixels, tags, scripts, local storage, and similar technologies.

These technologies may be used for:

- Website functionality;
- Security;

- Spam prevention;
- Analytics;
- Performance measurement;
- Remembering preferences;
- Understanding Website usage;
- Improving Website content and functionality;
- Marketing measurement; and
- Advertising or audience measurement, where applicable.

The specific technologies used may change over time.

4. Google Analytics

We **may use Google Analytics** to understand how visitors use DrTortland.com, evaluate Website performance, improve educational content and Website functionality, and understand aggregate Website traffic.

Google Analytics may collect technical and usage information such as browser type, device information, approximate location, referral information, pages viewed, interactions, and other information associated with Website usage.

Because DrTortland.com provides information concerning medical conditions and healthcare services, we intend to configure Google Analytics and related technologies to minimize the collection or transmission of information that could identify an individual or reveal confidential medical information.

We do **not intend to intentionally send** patient names, email addresses, telephone numbers, medical records, diagnoses, treatment plans, laboratory results, or other confidential clinical information to Google Analytics.

We also do not intend to configure Google Analytics to intentionally associate an identifiable individual with confidential information concerning a medical condition, diagnosis, treatment, or other sensitive health information.

Where appropriate, analytics functionality may be restricted, disabled, or configured differently for particular pages, users, or categories of information.

Google is a third-party service provider and may process information in accordance with its applicable terms and policies.

5. Google Tag Manager

We **may use Google Tag Manager (GTM)** to manage Website tags, scripts, analytics technologies, security technologies, and other Website functionality.

GTM may facilitate the deployment of other technologies, including analytics and security tools.

Information collected through individual tags depends upon the specific services and configurations implemented.

We intend to configure GTM to minimize the collection and transmission of personal or sensitive information.

We do not intend to use GTM to intentionally transmit names, email addresses, telephone numbers, medical records, diagnoses, treatment plans, laboratory results, or other confidential medical information to Google or third-party services.

Third-party tags deployed through GTM may have their own privacy practices, which are governed by the applicable third party's privacy policy and terms.

6. Google reCAPTCHA

We **may use Google reCAPTCHA** or similar security technologies to protect Website forms and other interactive features from spam, fraud, abuse, and automated submissions.

reCAPTCHA may process technical and interaction information, including information concerning a user's device, browser, IP address, and interaction with the Website, as necessary for security and abuse prevention.

We intend to use reCAPTCHA for security and abuse-prevention purposes and not intentionally to collect medical information for advertising or marketing purposes.

Information processed through reCAPTCHA may be subject to Google's applicable terms and privacy policies.

7. Newsletter and Email Communications

We **may offer** newsletter or email subscription services.

If you subscribe, we may collect information such as:

- Name;
- Email address;
- Subscription preferences;
- Communication preferences; and
- Information concerning your interaction with email communications.

We may use a third-party email service provider to deliver newsletters and other communications.

You may unsubscribe from marketing or newsletter communications using the unsubscribe mechanism included in the applicable communication.

We may continue to send necessary transactional, administrative, or service-related communications where permitted by law.

8. Webflow and Website Hosting

The Website **may be hosted, maintained, or supported by Webflow** and other service providers.

These providers may process information reasonably necessary to:

- Host the Website;
- Maintain Website functionality;
- Process Website forms;
- Provide security;
- Prevent abuse;
- Maintain infrastructure; and
- Provide other Website-related services.

Website forms may be processed or stored by Webflow or another service provider used by the practice.

9. How Information May Be Used

Information collected through the Website may be used to:

- Respond to inquiries;
- Respond to appointment or consultation requests;
- Provide requested information;
- Communicate with individuals;
- Send newsletters or other communications;
- Operate and maintain the Website;
- Improve Website content and functionality;
- Understand Website traffic and usage;
- Monitor Website performance;
- Prevent spam, fraud, abuse, and security threats;
- Measure marketing or advertising performance;
- Maintain Website security;
- Comply with applicable legal obligations;
- Protect rights, safety, and property; and
- Perform other purposes disclosed at the time information is collected or otherwise permitted by law.

We intend to limit the use of personal information to purposes reasonably necessary and proportionate to the purposes disclosed in this Privacy Policy, subject to applicable law.

10. Medical and Health Information

The Website contains educational information concerning medical conditions, treatments, procedures, research, and healthcare.

Visiting a page concerning a medical condition or treatment does not establish that you have that condition, that you are a patient, or that a particular treatment is appropriate for you.

We do not intend for general Website forms to function as a mechanism for collecting or storing detailed medical records.

Information that constitutes protected health information and is maintained by the practice in connection with healthcare services may be subject to applicable healthcare privacy requirements, including HIPAA where applicable.

Nothing in this Privacy Policy is intended to reduce or eliminate privacy protections that apply under applicable law.

11. Health Information and Online Tracking

Because this is a healthcare-related Website, we recognize that Website activity concerning a particular medical condition or treatment may be sensitive.

We intend to configure analytics, advertising, tag-management, and similar technologies to avoid intentionally transmitting confidential medical information or information that unnecessarily reveals an individual's medical circumstances.

We do not intend to sell patient medical records or intentionally disclose identifiable patient medical information to advertising platforms for advertising purposes.

We also intend to minimize the transmission of names, email addresses, telephone numbers, form contents, sensitive URL parameters, or other information that could unnecessarily identify an individual's health-related interests.

However, third-party technology providers may independently process technical information or infer interests from Website activity according to their own policies.

No Internet-based tracking technology can be guaranteed to eliminate all privacy risks.

12. Information We May Share With Service Providers

We may disclose personal information to service providers when reasonably necessary to operate the Website or provide requested services.

These providers may support:

- Website hosting;
- Website maintenance;
- Form processing;
- Email and newsletter delivery;
- Analytics;
- Tag management;
- Security;
- Spam prevention;
- Information technology;
- Marketing measurement;
- Advertising measurement; and
- Other Website-related functions.

We intend to disclose only information reasonably necessary for the applicable service or purpose.

13. Other Circumstances in Which Information May Be Disclosed

We may disclose information when reasonably necessary to:

- Comply with applicable law or legal process;
- Respond to lawful requests from governmental authorities;
- Protect the rights, property, or safety of the practice or others;
- Investigate suspected fraud or abuse;
- Protect Website security;
- Prevent or address unlawful activity; or
- Establish, exercise, or defend legal claims.

We may also disclose information in connection with a business transaction, reorganization, merger, acquisition, financing, or transfer of assets, subject to applicable law.

14. Sale of Personal Information

We do not operate a business practice of selling patient medical records or identifiable patient medical information.

We do not intend to sell personal information collected through general Website forms for monetary consideration.

Certain analytics, advertising, or marketing technologies may involve disclosure of information to third-party service providers for analytics, measurement, advertising, or similar purposes.

Where applicable law provides rights concerning the sale or sharing of personal information or targeted advertising, those rights are addressed below.

15. Targeted Advertising and Marketing

We **may use** certain technologies to measure the effectiveness of Website marketing or advertising.

If targeted advertising or similar processing is implemented, we intend to disclose that practice as required by applicable law and provide applicable opt-out mechanisms.

We do not intend to use confidential medical information obtained through patient care or medical records for targeted advertising.

We also do not intend to intentionally configure Website advertising technologies to transmit confidential medical information to advertising platforms.

16. Large Language Models and AI Training

We do not currently sell or intentionally disclose personal information collected through this Website for the purpose of training large language models.

If our practices materially change, we intend to update this Privacy Policy as appropriate and provide any disclosures or choices required by applicable law.

17. Tracking Technologies and Your Choices

The Website may use cookies, pixels, tags, scripts, local storage, and similar technologies for functionality, security, analytics, performance measurement, and, where applicable, marketing or advertising measurement.

Some technologies may be placed directly by us, while others may be provided by third-party service providers.

Depending upon the technology and applicable law, you may be able to control certain tracking technologies through:

- Browser settings;
- Website privacy controls;
- Consent-management tools;

- Device settings;
- Third-party opt-out mechanisms; or
- Other mechanisms provided by applicable law.

Where applicable law provides a right to opt out of targeted advertising, sale, sharing, or similar processing, we intend to provide and honor the applicable mechanisms.

Where applicable, we intend to recognize valid universal opt-out preference signals, including Global Privacy Control (GPC), as required by law.

Opting out of certain analytics, advertising, or other technologies may affect some Website functionality or our ability to measure Website performance.

You do not need to provide medical information in order to browse the public Website.

18. Connecticut Privacy Rights

Connecticut law provides certain privacy rights to qualifying consumers under applicable circumstances.

To the extent the Connecticut Data Privacy Act or another Connecticut privacy law applies to information collected through this Website, applicable consumers may have rights that can include:

- Access to personal data;
- Correction of inaccurate personal data;
- Deletion of personal data;
- Obtaining personal data in a portable format;
- Information concerning categories of personal data processed;
- Information concerning certain third parties to which personal data is disclosed;
- Opting out of certain targeted advertising;
- Opting out of certain sales or disclosures of personal data;
- Opting out of certain profiling activities where applicable; and
- Other rights provided by applicable law.

The availability and scope of these rights may depend upon the type of information, the circumstances under which it was collected, the entity processing the information, applicable exemptions, and other requirements of law.

Certain healthcare entities, information, and processing may be subject to statutory exemptions.

Nothing in this Privacy Policy is intended to assert that a particular Connecticut privacy law applies where a statutory exemption applies.

19. Exercising Connecticut Privacy Rights

To submit a privacy request, contact us using the contact information provided on DrTortland.com.

We may request information reasonably necessary to verify your identity and authenticate your request.

Where required by law, we will respond to qualifying requests within the applicable statutory timeframe.

If applicable law provides a right to appeal our decision concerning a privacy request, we will provide information concerning the applicable appeal process.

Please do not include medical records, diagnoses, treatment information, Social Security numbers, financial information, or other sensitive personal information in a general privacy request unless specifically requested through a secure communication method.

20. Third-Party Websites and Services

The Website may contain links to third-party websites, scientific publications, social media platforms, healthcare resources, or other external services.

We do not control third-party websites and are not responsible for their privacy practices, security, content, availability, or policies.

A link to a third-party resource does not necessarily constitute endorsement, sponsorship, approval, or affiliation.

We encourage you to review the privacy policy of any third-party website before submitting information.

21. Data Security

We use reasonable administrative, technical, and organizational measures intended to protect information against unauthorized access, use, disclosure, alteration, or destruction.

However, no website, Internet transmission, electronic storage system, or security measure can be guaranteed to be completely secure.

You should avoid submitting confidential medical information through unsecured or general Website forms.

22. Data Retention

We retain information for as long as reasonably necessary for the purposes described in this Privacy Policy, including:

- Providing requested services;
- Maintaining business and administrative records;
- Complying with legal obligations;
- Resolving disputes;
- Enforcing agreements;
- Maintaining security;
- Preventing fraud or abuse; and
- Other legitimate business or legal purposes.

Retention periods may vary depending upon the type of information, the purpose for which it was collected, and applicable legal requirements.

We do not intend to retain personal information longer than reasonably necessary for the disclosed purpose, subject to applicable legal and record-retention requirements.

23. Children's Privacy

The Website is not directed toward children under the age of 13.

We do not knowingly solicit personal information from children under 13 through the Website.

If you believe that a child has submitted personal information through the Website, please contact us so that appropriate steps may be considered.

24. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in:

- Website functionality;
- Technology;
- Service providers;
- Privacy practices;
- Applicable law;
- Regulatory requirements; or
- Business practices.

The "**Last Updated**" date at the top of this Privacy Policy indicates when it was most recently revised.

We intend to update this Privacy Policy when material changes to our privacy practices require additional disclosure.

25. Privacy Contact

Questions concerning this Privacy Policy or requests concerning personal information may be submitted through the contact information provided on DrTortland.com.

We may need to verify your identity before completing certain privacy requests.

Please do not submit medical records, diagnoses, treatment information, Social Security numbers, financial information, or other sensitive personal information through a general contact form.

26. Emergency Notice

The Website is not intended for emergency medical communications.

Do not use a general Website form, email, or social media message to request emergency medical assistance.

If you believe you are experiencing a medical emergency, call **911** or seek immediate emergency medical care.

27. No Waiver of Legal Rights

Nothing in this Privacy Policy is intended to waive, limit, or eliminate any privacy, consumer-protection, healthcare, or other legal rights that cannot lawfully be waived or limited.

Where applicable law provides greater privacy protections than those described in this Privacy Policy, those protections will apply to the extent required by law.