

## Report on Patient Privacy Volume 23, Number 5. May 11, 2023 Hospital, Substance Treatment Firms Disclose Pixel-Related Breaches

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Three recent breach notifications—one from NewYork-Presbyterian Hospital (NYP) and the two from alcohol recovery startups Monument and Tempest—involved website tracking pixels, the organizations said.

NewYork-Presbyterian Hospital said in April that tracking and analytics tools on its public-facing website “may have resulted in the sharing of certain patients’ information with the developers of these tools.”<sup>[1]</sup> Approximately 54,396 patients were affected, according to the hospital, which said it began using the tools to understand how visitors interacted with the website, allowing the hospital to streamline external communications and monitor community engagement.

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