Optivia Health – Health & Lab Data Consent

Last Updated: 14.01.2026

Optivia Health ("Optivia") is a healthtech platform providing educational content, lifestyle tools, and optional access to third-party laboratory testing and coaching services, that involve the processing of health and laboratory data, which constitutes special category personal data under Article 9 of the General Data Protection Regulation (EU) 2016/679 ("GDPR").

This document is separate from our Privacy Policy and constitutes your explicit consent to process such data.

1. What You Are Consenting To

By providing your consent, you authorise Optivia Health to:

- Receive your laboratory test results from licensed third-party laboratories
- Process your biomarker and health-related information
- Display and store your results within your account
- Generate personalised wellness insights and reports
- Provide optional Health Coach support
- Process anonymised or aggregated data for service improvement

Optivia does not provide medical diagnosis, treatment, or clinical decision-making.

2. Laboratory Authorisation

You authorise accredited third-party laboratories and relevant healthcare professionals involved in your testing to share your laboratory results directly with Optivia Health for the purposes described above.

Optivia does not perform laboratory testing itself.

3. Legal Basis

The legal basis for this processing is your explicit consent under Article 9(2)(a) GDPR.

Further information about how we process, store, protect, and share your data is available in our Privacy Policy.

4. Withdrawal of Consent

You may withdraw your consent at any time by contacting info@optiviahealth.com.

Withdrawal does not affect processing already carried out prior to withdrawal.

If consent is withdrawn, we may no longer be able to provide our services.

5. Service Communications

By creating an account and providing your contact details, you agree that Optivia Health may contact you via email, SMS, phone call, or in-app notifications for service-related purposes, including but not limited to:

- Appointment scheduling and reminders
- Laboratory coordination and result notifications
- Account verification and security alerts
- Payment confirmations and invoices
- Updates regarding purchased services or packages
- Technical support communications

These communications are necessary for the performance of our contract with you and do not constitute marketing communications. Standard message and data rates may apply.

6. Marketing Communications

Promotional communications will only be sent where you have provided separate, explicit consent. You may withdraw marketing consent at any time.

7. Recording of Coaching Sessions

Certain service packages, including the Advanced Package and allergy-related packages, include online coaching sessions conducted via video or audio communication.

To ensure service quality, accurate documentation, and internal compliance, Optivia Health may record coaching sessions.

By participating in a coaching session, you expressly consent to the recording of that session for internal purposes only, including:

- Quality assurance and internal review
- Staff training and supervision

- Documentation of guidance provided

Session recordings:

- May contain health-related information
- Will not be shared with third parties
- Will not be used for marketing or promotional purposes
- Will be stored securely in accordance with our Privacy Policy

If you do not consent to recording, you must notify us prior to the session. Optivia Health reserves the right to decline to provide the session where recording is required for compliance or quality assurance purposes.

You understand that coaching sessions are educational in nature and do not constitute medical advice, diagnosis, or treatment.

8. Acknowledgment

By providing your consent, you confirm that:

- You have read and understood this document
- You understand that your health data will be processed as described
- You explicitly consent to the processing of your special category personal data