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Biomarkers Without Overreach

A governance standard for health information in premium coaching

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INTEGRATIVE NUTRITION HEALTH COACH

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Coordinating around clinician-provided information without diagnosis, unnecessary collection or pseudo-precision.

Educational content only. This paper is not medical advice and does not replace individual assessment by a doctor or registered dietitian.

The dashboard problem

Wearables, laboratory panels and direct-to-consumer tests can make a service look sophisticated. Yet a larger dashboard may increase confusion, privacy risk and false confidence. A number is useful only when validity, context and an appropriate response are understood. Abnormal information should often trigger referral, not a more elaborate coaching package.

Coordinate, do not reinterpret

A client may share recommendations from a physician or registered dietitian. The coach can operationalise them through shopping, meal preparation, reminders and questions for follow-up. That differs from deciding what a clinical result means. Written scope should protect the client from conflicting advice and title inflation.

Health data deserves restraint

Health information is special category data under UK GDPR. Even where services operate elsewhere, necessity, transparency, security and minimisation are sound standards. Practices should define what information is accepted, where it is stored, who can access it, how long it is retained and how deletion is handled.

Consent continues

A signed form is not blanket permission. Clients should understand what is collected, why, who receives it and whether a third-party service is involved. Family offices and employers should not receive nutrition or health information simply because they pay the invoice. Reporting should be operational unless the client gives specific authority.

A premium ethics standard

The most credible service is willing to say: we do not need that information, and this question belongs with your clinician. Restraint may feel less dramatic than optimisation theatre, but it is more consistent with trust. Better decisions, not more intimate data, should be the objective.

Selected references

1. ICO. Special category data.
https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/lawful-basis/special-category-data/

2. NHS. Eating a balanced diet.
https://www.nhs.uk/live-well/eat-well/how-to-eat-a-balanced-diet/eating-a-balanced-diet/

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