

Oviva to improve user experience with iDenfy's full-stack identity verification

iDenfy's biometric ID verification will ensure complete safety for the Oviva app users and their data

The iDenfy logo is centered on a rectangular background with a light green-to-purple gradient and faint, wavy lines. The text 'iDenfy' is rendered in a large, bold, dark blue sans-serif font.

Kaunas, Kauno Feb 8, 2023 ([Issuewire.com](https://www.issuewire.com)) - iDenfy, the tech startup offering AI-powered identity verification and fraud prevention solutions, announced a new partnership with Oviva, a personalized digital platform, enables easy access to professional health support. iDenfy will create a frictionless identity verification process while ensuring compliance with

KYC/AML regulations.

The automated [identity verification](#) solution is now available for Oviva's customers looking for health and dietary advice on the Oviva app. The newly implemented service will help Oviva boost efficiency and reduce fraud rates while protecting sensitive information, which was the core factor in choosing iDenfy's solution.

Currently, iDenfy is responsible for checking every user's identity and legitimacy to ensure that stolen credentials and fake documents aren't approved on the healthcare app. For Oviva, partnering with iDenfy has enabled the company to revolutionize the onboarding process and build a reliable customer base through a completely digital experience.

Oviva collaborates with doctors, health insurers, and healthcare systems. The [Oviva](#) app is designed for users who want to contact their dietitian or health professional and quickly receive advice to improve confidence in their health knowledge. The health business claims to empower its customers, helping improve their lifestyle-related habits. By combining professional assistance and technology, the company aims to provide its customers with the highest quality of medical care.

Since starting the company in 2014, Oviva has become one of Europe's leading health and dietary apps. Before joining forces with iDenfy, health professionals noticed the growing verification volume. As more users downloaded the Oviva app, its team started looking for more robust security measures. Liveness detection, according to Oviva, has become an industry standard. That's when the healthcare platform chose iDenfy's biometric ID verification to increase security and simplify the verification journey.

Given the rise of fraudulent attempts to pass verification, iDenfy's software is specifically built to detect spoofing attempts and deep fake technology. That means the user must be physically present to complete the verification on the Oviva app, ensuring that the customer creating the account and receiving medical attention is real. To guarantee accurate results, iDenfy's in-house team double-checks verifications manually, completely eradicating the chances of fraud.

With the new partnership, iDenfy concentrates both on security and simplicity. It takes four steps and an average of 60 seconds to perform the identity verification on the Oviva app. As part of the agreement, the KYC provider ensures a user-friendly ID verification interface and a swift verification flow for Oviva's customers.

It's worth mentioning that iDenfy is known for its comprehensive document coverage, totaling more than 3000 supported documents across 190 countries. The fully automated solution ensures compliance with regulatory requirements and, at the same time, reduces the workflow for internal Oviva's team. According to Oviva, this protects the platform from fraud and helps ensure a positive, frictionless customer experience.

"We're excited to partner with Oviva. Their approach to making healthcare accessible through simple means, like your smartphone, is undeniably vital in today's landscape. Our team is ready to help them expand further by building a better verification experience for every online customer," — said Domantas Ciulde, the CEO of iDenfy.

About iDenfy

iDenfy, a platform of identity verification services and fraud prevention tools, ensures AML, KYC, and

KYB compliance for every company — from large-scale businesses to small organizations. The rapidly growing business was named the best Fintech Startup in 2020. Recently, iDenfy was featured in G2's Winter 2023 report as the leading identity verification software.

For more information and business inquiries, please visit www.idenfy.com.

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