

## CASE STUDY

# Two Circles

### Industry:

Sports Marketing / Data & Analytics

### Company Size:

450+ employees

### Location:

London, UK (Global clients and operations)

### Privacy & Compliance Challenge:

Meeting privacy and security obligations across international clients and jurisdictions

### Website:

<https://twocircles.com/>



## The challenge

Two Circles works with leading sports organisations to deliver data-driven marketing solutions. With a client base that spans leagues, clubs, and broadcasters globally, they handle large volumes of personal data tied to fans and athletes. Managing privacy requirements across jurisdictions was complex and time-consuming. They needed a scalable solution to streamline documentation, standardise processes, and support both internal policies and client expectations.

## The solution

Responsum enabled Two Circles to centralise privacy management and standardise key documentation across teams. RoPAs, vendor assessments, and data subject requests are handled in one place, improving consistency and response times.

The platform's flexibility and intelligent features helped align privacy processes with the business's rapid pace and global scope, without overburdening internal teams.

## Real-world impact

With Responsum, privacy workflows became more structured and less dependent on manual oversight.

**"Responsum has repeatedly shown its value as a best-in-class privacy management tool,"** says Tom Davies, Information Security Officer at Two Circles.

***"It has continued to meet the requirements of our global business through intelligent features, continuous improvement and, above all, their customer success team."***

Internal collaboration also improved, with stakeholders better equipped to understand and contribute to compliance activities.

## Overall experience

Responsum proved to be a reliable, long-term partner for privacy operations at Two Circles. ***"The ongoing updates and responsive support make it easy to keep up with changes in regulation and business needs,"*** Davies adds. The platform supports both day-to-day tasks and strategic planning, ensuring compliance stays aligned with business growth.

## Why Responsum?

Two Circles chose Responsum because of its:

- **Scalable solution** for global privacy requirements
- **Centralised RoPA, DSAR, and vendor workflows**
- **Reliable support** and active platform improvement
- **Smart features** that reduce manual effort

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**Tom Davies**

Information Security Manager  
@ Two Circles

**Interested to learn more?  
Let's get in touch!**

Or, try Responsum for free today and see how it can transform your data privacy management.

**Try for free**

**Book a demo**