

CASE STUDY

PRO TV

Industry:

Media & Broadcasting

Company Size:

501-1,000 employees

Location:

Bucharest, Romania

Privacy & Compliance Challenge:

Managing privacy tasks across departments without a centralized system for assigning, tracking, and following up on responsibilities.

Website:

<https://www.protv.ro/>

PRO-TV

The challenge

As one of Romania's leading broadcasters, PRO TV manages privacy responsibilities across a large, fast-moving organization spanning news, entertainment, and production teams. Before adopting Responsum, coordinating privacy tasks meant constant email threads and manual status check-ins to keep track of who was responsible for what. This made it difficult to maintain clear ownership and slowed down the pace at which privacy work could get done. Responsum gave the team a shared, structured way to assign, track, and follow up on responsibilities.

The solution

Responsum replaced PRO TV's email-based coordination with a single platform where privacy tasks are assigned, tracked, and closed out in one place. Feedback between team members is now captured directly and instantly, instead of scattered across inboxes. This shift gave the privacy team full visibility into who owns what and where things stand, removing the guesswork that previously slowed down day-to-day compliance work.

Real-world impact

"Before Responsum, managing privacy tasks required constant back-and-forth through emails and status check-ins. Now, I can assign and track responsibilities directly in the platform, ensuring that feedback is captured instantly and transparently," says Catalin OGREZEANU, Senior Legal Manager & Data Protection Officer at PRO TV. This shift has given the team a clear, shared view of ownership across every privacy task.

The result, according to Catalin, has been a far more collaborative way of working, one where delays caused by unclear responsibilities or missed follow-ups have effectively disappeared.

Overall experience

"This has not only eliminated delays but also fostered a far more collaborative way of working across the team," says Catalin. By centralizing task assignment and feedback in one platform, PRO TV's privacy team spends less time chasing updates and more time actually moving compliance work forward.

Why Responsum?

PRO TV chose Responsum because of its:

- **Centralized task management**, replacing scattered email threads with clear, trackable ownership.
- **Instant, transparent feedback**, keeping everyone aligned in real time.
- **Improved team collaboration**, reducing delays across privacy workflows.
- **Scoped accountability**, so responsibilities are always clear.

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Catalin OGREZEANU

Senior Legal Manager & DPO @ PRO TV

**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