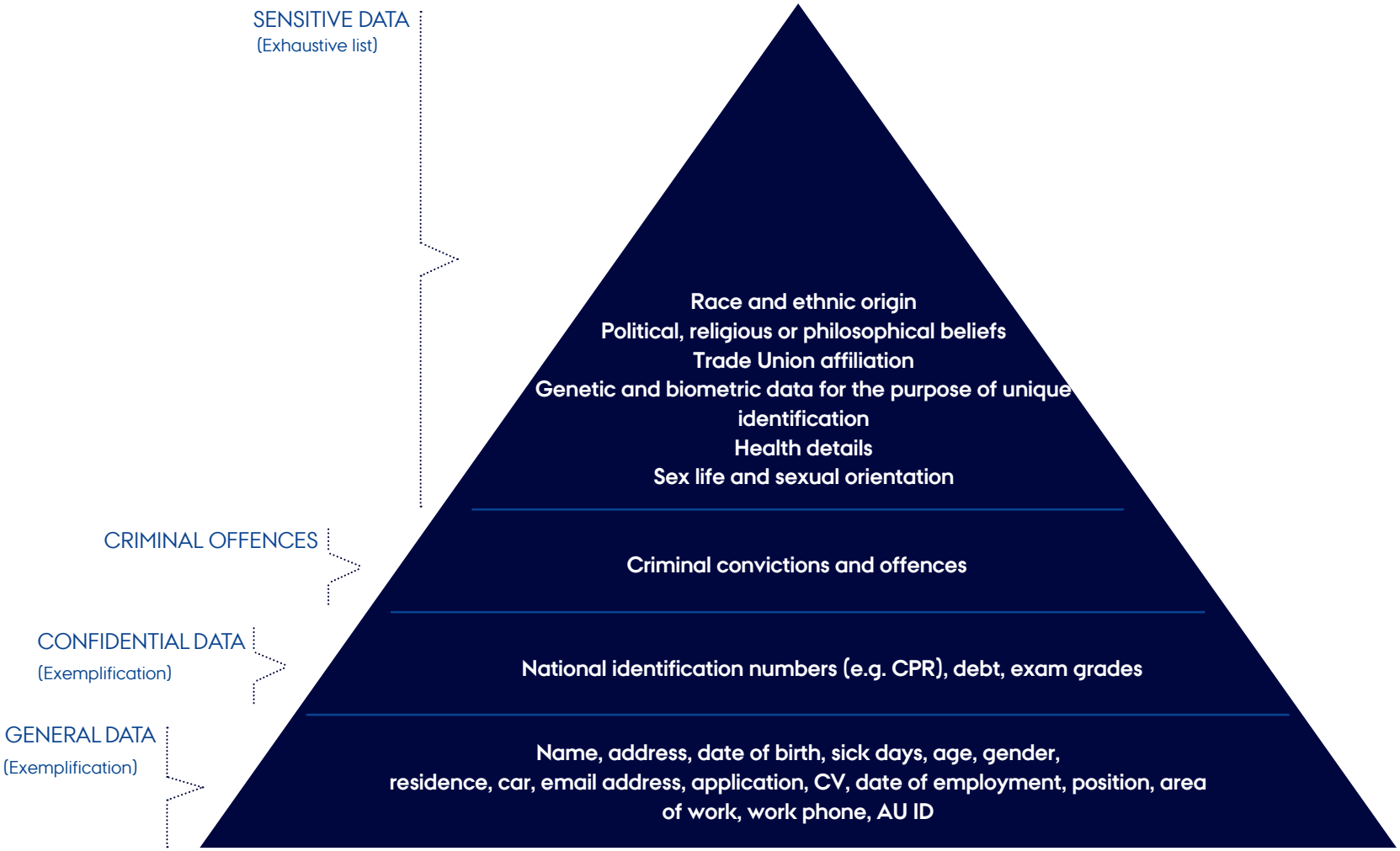WHAT IS **PERSONAL DATA?**