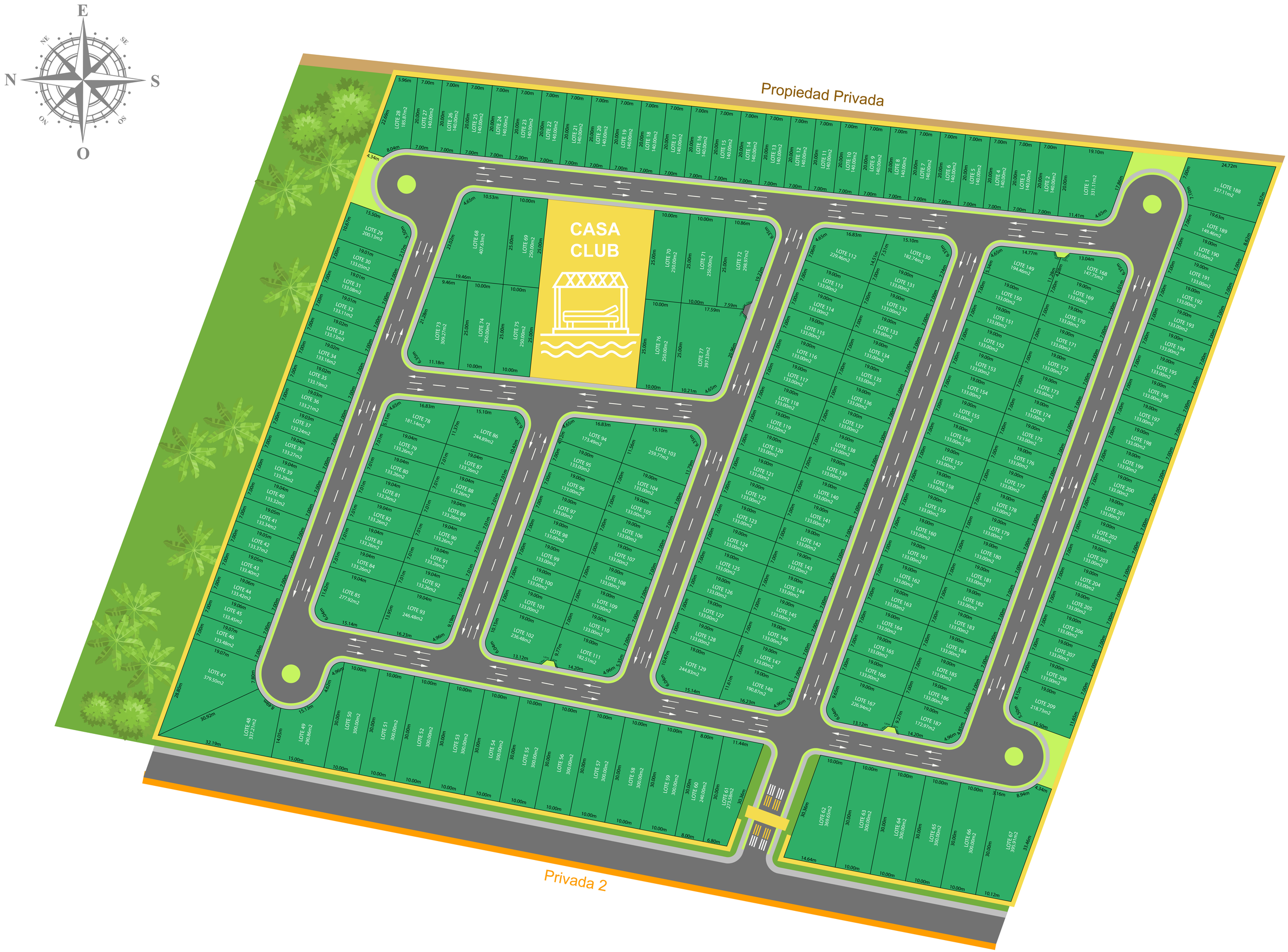Privada 1