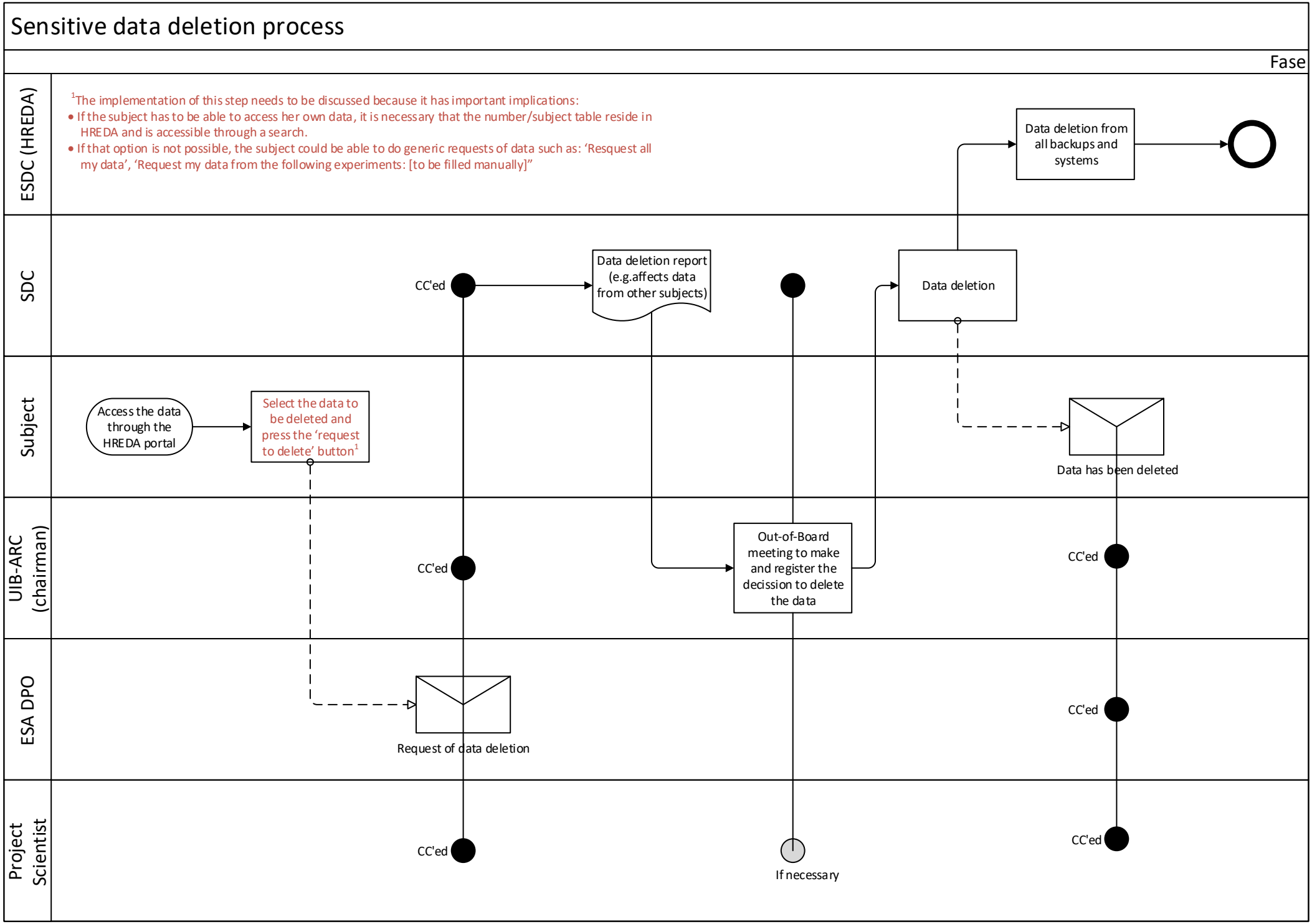Sensitive data deletion process