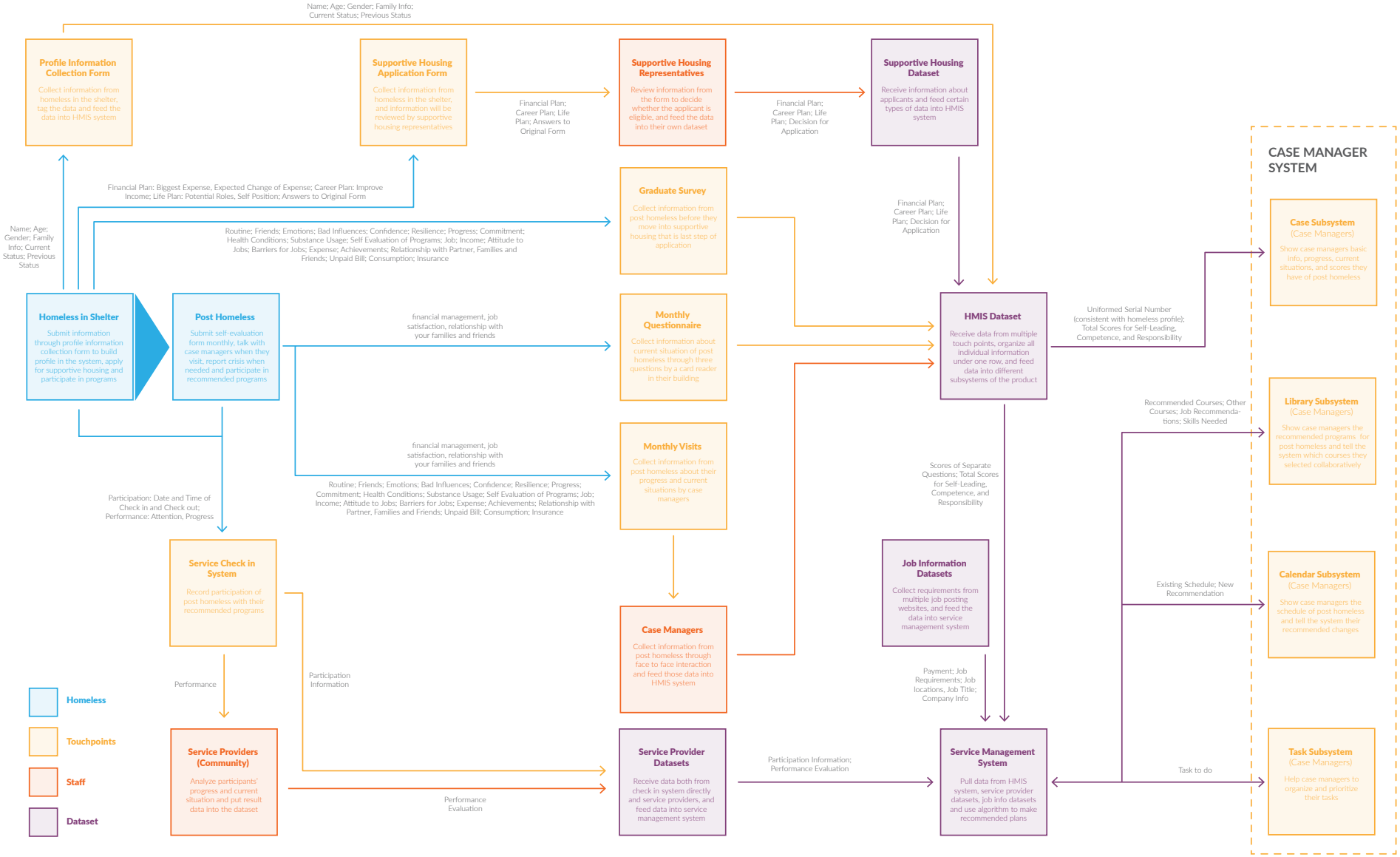HOW DATA FLOWS INSIDE THE SYSTEM?