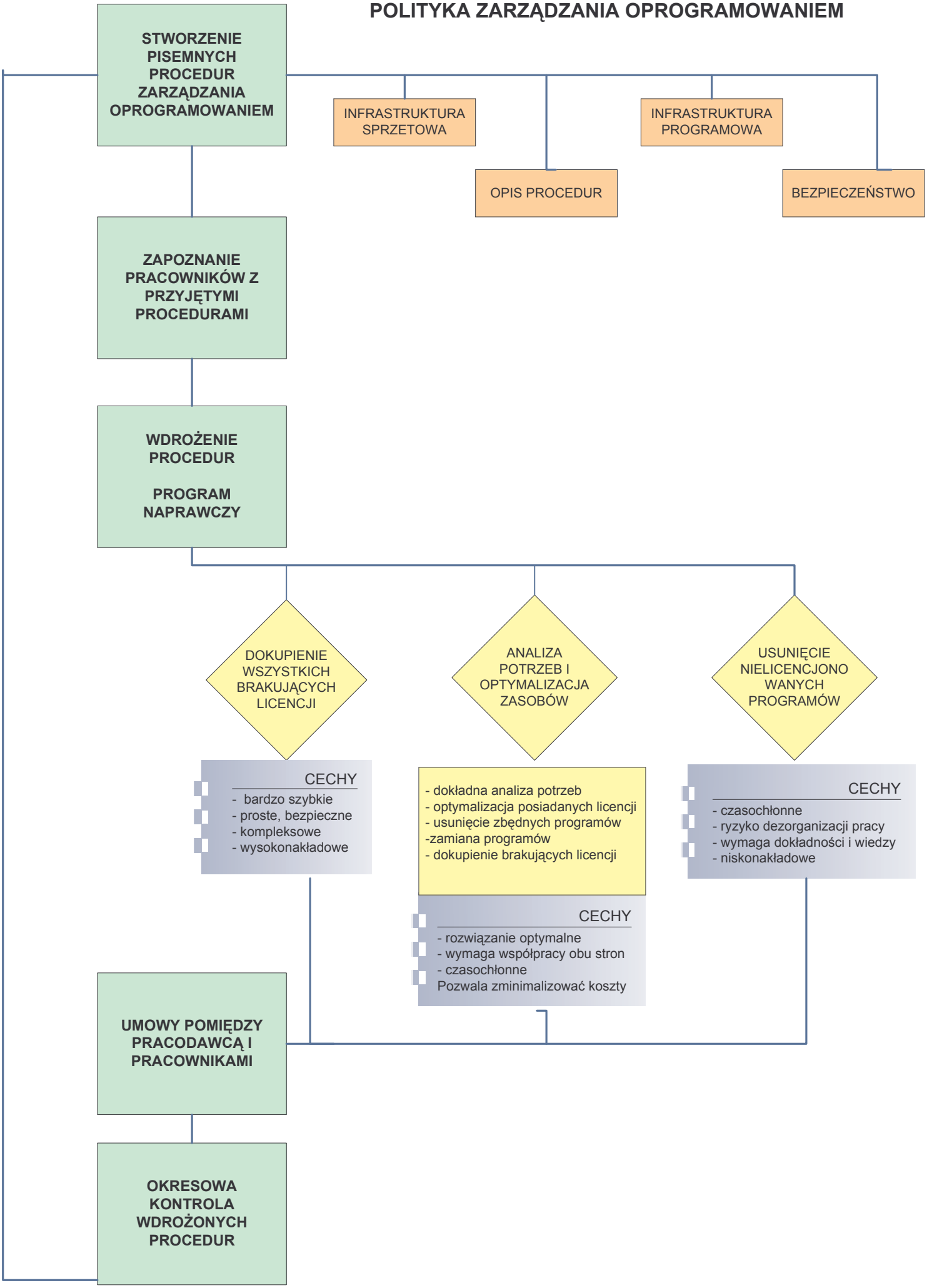POLITYKA ZARZĄDZANIA OPROGRAMOWANIEM