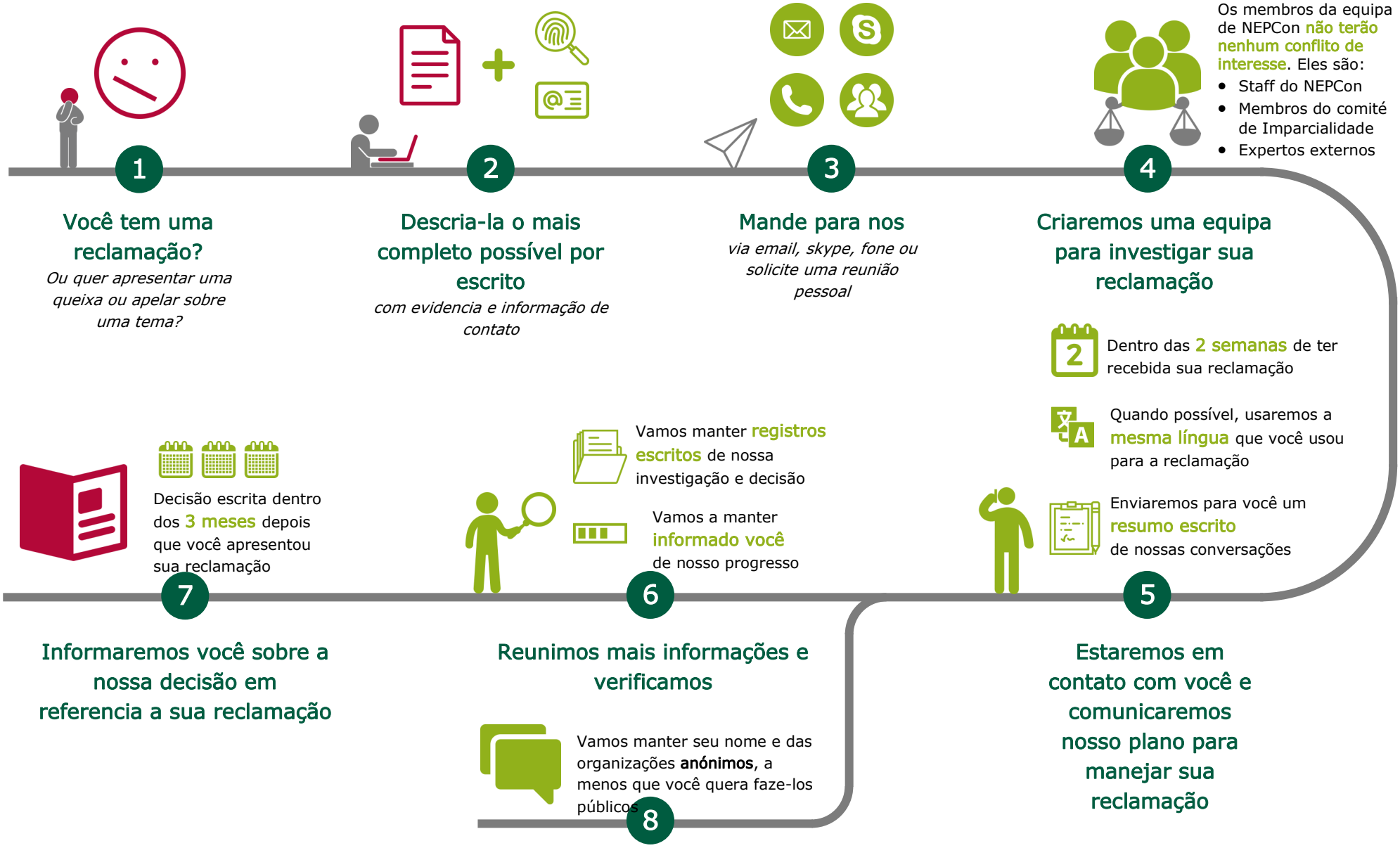Como manejamos queixas e reclamações?