

Statement on the Baidu Data Security Strategies

In order to protect data assets and users' personal information, to clarify the security management strategies and principles for all links in the company's data life cycle, to strengthen the control of data security links, to raise employees' awareness of data security, to avoid risks or losses to the company caused by data leakage and misconducts, and to effectively protect the interests of the company, Baidu has formulated the *Baidu Data Security Strategies*.

This regulation applies to regular employees, consultants, outsourced staff, and interns of Baidu.com, Inc and all of its subsidiaries (collectively, the “Company” or “Baidu, Inc”). It also applies to matters and scenarios of data business and data security that involve data collection, storage, processing, use, circulation, and disclosure across all businesses, products, internal management, external cooperation, cooperation with the administrative actions of governments and the judicial actions of judicial organs of the Company.