

Baidu's Human Rights Policy

Respect for human rights is one of Baidu's core values.

In accordance with the *Universal Declaration of Human Rights*, the *International Covenant on Economic, Social and Cultural Rights*, the *United Nations Guidelines for Business and Human Rights*, and the *ILO Declaration on Fundamental Principles and Rights at Work*, Baidu hereby formulates *Baidu's Human Rights Policy* as a signatory of the UN Global Compact.

The Policy applies to Baidu Inc, the entities that it owns, the entities in which it holds a majority interest, and organizations that it manages. We identify, prevent, and mitigate human rights risks in relation to business activities and value chains for our employees, suppliers, partners, users, communities, and other stakeholders through human rights due diligence. Meanwhile, we are committed to providing or engaging in fair and equitable remedies for identified negative human rights impacts caused by business activities. Besides, we require Baidu's partners and suppliers to comply with the Policy and encourage them to develop an equivalent one.

The Policy is approved, promulgated, and supervised by the Baidu ESG Committee, to which the ESG Working Group report regularly on the process of work in this area.

I. Employees

1. Baidu promises and guarantees to provide a workplace where all people (including part-time employees, outsourcing staff, and temporary visitors) are treated with dignity and respect.
2. In terms of recruitment, employment, training, promotion, and compensation policies, we provide equal opportunities for everyone regardless of their gender, race, ethnicity, color, age, nationality, religion, physical disabilities, marital status, and other legally protected characteristics.
3. We adopt a zero-tolerance policy to any form of harassment, abuse, coercion in workplaces and any work-related circumstances outside the workplace, and protect employees, in particular female employees, from unfair treatment and retaliation.
4. We provide a safe and healthy workplace for our employees, abide by applicable safety codes, eliminates known safety hazards, and takes appropriate measures to prevent potential safety hazards.

6. We carry out Baidu Human Capital Index Survey annually to understand employees' job satisfaction and problems they encounter in their work, which provides recommendations and references for optimizing and improving company management initiatives.

7. We support free speech and encourage open communication. When dealing with grievances, the principle of openness and honesty is applied. When faced with a work-related dispute, employees can give feedback through the designated email address, intranet platform, and other channels, the person in charge will promptly contact the employee and actively seek solutions to the dispute.

8. We are committed to ensuring the equal rights of employees through a smooth reporting mechanism that allows them to report to the Committee of Professional Ethics anonymously or under real name via phone, email, suggestion box, and other channels (see *Baidu Professional Ethics Reporting Management Regulations*). Baidu fairly handles the reporting information and protects whistleblowers in accordance with relevant laws and regulations, ensuring that employees will not be dismissed, demoted, suspended, intimidated, harassed, or otherwise treated unfairly as a result of reporting through legal channels.

9. We promise to pay wages, social insurance, and benefits to employees in full and on time in compliance with national laws and local regulations, pay attention to the physical and mental health of our employees, and organize a variety of employee care activities to help them maintain a proper work-life balance.

10. We respect freedom of association, respect our employees' rights to join, form, or not to join a labor union in accordance with local laws and regulations. Where employees are members of legally recognized labor unions, we are committed to engaging in friendly dialogue and collective bargaining with the union or employees' representatives.

11. We don't use child labor and prohibit the hiring of individuals that are under 18 years of age for positions in which hazardous work is required in conformity with legal provisions.

II. Suppliers and Partners

1. Baidu has included human right performance and employment standards of suppliers into the scope of qualification audit. We require our suppliers to do the following:

(1) Meeting the minimum age requirement or be over 16 years of age (whichever is higher) at the time of recruitment and do not use workers subjected to any form of coercion or duress;

(2) Respecting the right of employees to participate in lawful associations and labor unions of their own free choice;

(3) Providing safe and healthy working conditions for employees and guaranteeing operations and facilities that meet international safety standards;

(4) Abiding by applicable labor and employment laws and regulations and their provisions on minimum working periods, working hours, and social security.

2. We request suppliers and business partners to be subject to audit by Baidu or its delegates for the following terms and conditions as necessary:

(1) Human rights (freedom of movement, non-discrimination, dispute resolution, etc.);

(2) Employment (child labor, forced labor, wages, etc.);

(3) Working and living conditions (workplaces, canteens, and dormitories, etc.).

3. We fully respect the legitimate rights and interests of our suppliers in providing services to Baidu and look forward to working with our suppliers and partners to create an equal and mutually beneficial upstream and downstream relationship.

III. Users

1. Protecting users' personal information is a basic principle of Baidu, and Baidu takes reasonable measures to protect users' personal information in accordance with [General Principles of Baidu's Privacy Policy](#) and privacy policies of all products. Except as provided by laws and regulations, Baidu shall not make public, disclose users' personal information to any third parties without the consent of users. Baidu adopts professional encryption technologies to protect the confidentiality of the data and ensure the safety of users' personal information.

2. All products and platforms of Baidu respect and protect users' rights of free speech in accordance with national laws and regulations and the [*Baidu Content Ecosystem Management Standards*](#).

3. We are committed to providing quality products, content, and services, and to reviewing relevant content and services in accordance with legally established management standards to protect users from violence, discrimination, and other harmful information.

IV. Communities

1. As part of the communities in which we operate, we respect all the legal rights of residents, encourage and value local employment, and maximize local hiring.

2. We take corresponding steps to avoid or mitigate any negative impact that our daily operations or other activities may have on the communities and its residents.

3. Adhering to our social responsibility philosophy of "technology for a better future", we relentlessly explore the use of innovative technologies to solve social problems, fulfill our social responsibility as a corporate citizen, and support local development.

Baidu Human Rights Tracking Indicators

Policy Commitments	Human Rights Due Diligence					Remedies
		Staff	Suppliers and Partners	Users	Communities	
《Baidu General Compliance Principles on Users Personal Information Protection》 《Baidu Data Security Strategies》 《Baidu Privacy Policy (General Provisions)》 《Baidu Group Data Outbound Security	The Right to Privacy and Information Self-determination	<ul style="list-style-type: none"> • Training: <ul style="list-style-type: none"> ○ Employee training covers privacy, information security, and information self-determination: employee coverage rate and average training duration ○ Data privacy security policy, advertising recommendation data privacy policy, and relevant technology ethics policies coverage: employee coverage rate, employee signature rate of relevant commitments 	<ul style="list-style-type: none"> • Training: <ul style="list-style-type: none"> ○ Proportion of suppliers conducting employee training on data privacy and security • Coverage: <ul style="list-style-type: none"> ○ Proportion of suppliers with policies related to data privacy and security ○ Baidu data privacy and security policy coverage: supplier signature rate or relevant 	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Qualifications: <ul style="list-style-type: none"> ▪ Privacy protection and information security related certifications and coverage ▪ Proportion of suppliers holding certifications related to data privacy and security ▪ Number, scope and user consent rate of third-party data sharing ▪ The scope of user's data applied in 	<ul style="list-style-type: none"> • Number of users covered by Baidu product promotion/initiatives in privacy, information security, information self-determination, etc. 	<ul style="list-style-type: none"> • Complaint handling and compensation status: <ul style="list-style-type: none"> ○ Number of privacy leaks and security incidents ○ Data privacy and security reporting and grievance mechanism response rate ○ Data and user coverage of special projects on technology ethics and privacy governance ○ Number of privacy leaks involving/preventing major social impact and amount of loss/stop-loss • Punishment: <ul style="list-style-type: none"> ○ Relevant person in charge

<p>Management System》 《Baidu Data Management Measures》 《Baidu Data Circulation Specifications》 《Baidu Data Classification and Grading Specifications》 《Baidu Data Rights Management Specifications》 《Baidu Virtual Resource Management</p>			<p>commitments</p>	<p>advertising recommendation and user consent rate</p> <ul style="list-style-type: none"> ▪ Number, scope and user consent rate of data sharing/content deletion requests from regulatory agencies • Policy coverage: <ul style="list-style-type: none"> ○ Data privacy security policy and relevant technology ethics policies coverage: product coverage, user coverage, children's privacy agreement signing rate, etc. 		<ul style="list-style-type: none"> ○ Suppliers ○ Report illegal activities to law enforcement agencies • Improve relevant systems and measures
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Specifications》 《Baidu Security Issues Handling General Principles》 《Baidu Security Incident Handling Rules》 《Baidu Commercial Advertising Management Requirements》 《Four Principles of Baidu AI Ethics》 《Baidu's Six Major Initiatives on Science and						
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Technology Ethics》						
《Baidu Human Rights Policy》 《Baidu Content Ecosystem Management Standards》 《Baidu Risk Control Redlines for User Products》 《Baidu Children's Personal Information Protection of Life》 《Security Audit Standards》	The Right to Freedom of Opinion and Expression	<ul style="list-style-type: none"> • Training: <ul style="list-style-type: none"> ○ Content reviewer and advertising reviewer training status: duration, quantity, topics, employee coverage 	<ul style="list-style-type: none"> • Policy coverage: <ul style="list-style-type: none"> ○ Percentage of suppliers with policies related to content governance, respect for opinion and freedom of expression ○ Baidu content governance, respect for opinions and freedom of expression policy coverage: supplier signature rate of relative commitments 	<ul style="list-style-type: none"> • Policy coverage: Baidu's policy of content governance and policy relative to respect for opinions and freedom of expression: product coverage, user coverage 	/	<ul style="list-style-type: none"> • Complaint handling and compensation status <ul style="list-style-type: none"> ○ The number of harmful information and the data of special projects of content governance ○ The number of government regulatory deletions ○ The number of user complaints and response rate (disputes to content review results) • Punishment: <ul style="list-style-type: none"> ○ Relevant person in charge ○ Related suppliers ○ Report illegal activities to law enforcement agencies • Improve relevant systems, measures, products and services
《Baidu	Anti-	• Status Quo:	• Status Quo:	/	• The	• Complaint handling

<p>Mangement Regulation of Construction of Professional Ethics》 《Baidu Professional Ethics Reporting Management Regulations》 《Baidu Professional Ethics and Code of Conduct》 《Baidu Avoiding Conflicts of Interest Policy》 《Baidu Company's Material Undisclosed Information</p>	<p>Corruption and Human Rights</p>	<ul style="list-style-type: none"> ○ Professional ethics related certifications and coverage • Training: <ul style="list-style-type: none"> ○ Professional ethics training coverage and duration • Policy coverage: <ul style="list-style-type: none"> ○ Anti-corruption policy coverage: employee coverage rate, employee signature rate of relevant commitments 	<ul style="list-style-type: none"> ○ Proportion of suppliers with professional ethics-related certifications • Training: <ul style="list-style-type: none"> ○ Data on anti-corruption training and promotion for suppliers • Policy coverage : <ul style="list-style-type: none"> ○ Baidu anti-corruption policy coverage: supplier signature rate of relative commitments 		<p>number of users covered by Baidu products' anti-corruption initiatives</p>	<p>and compensation status</p> <ul style="list-style-type: none"> ○ The number of professional ethics cases (general incidents, major incidents), appeal handling rate ○ Losses avoided by the company through special projects on professional ethics • Provide support and compensation to the injured party • Punishment: <ul style="list-style-type: none"> ○ Relevant person in charge ○ Related suppliers ○ Report illegal activities to law enforcement agencies • Improve relevant systems, measures, products and services
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and Prohibition of Insider Trading Management System》 《Baidu Management Measures on Business Ethics Red Lines》 《Baidu Management Measures for Rewards and Punishments》 《Baidu Partner Blacklist Management Measures》 《Honesty and Integrity Agreement》						
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<p>《Supplier Management Specifications》</p> <p>《Supplier Reward and Punishment Measures》</p> <p>《Baidu Sustainable Development Principles for Suppliers》</p>						
<p>《Baidu's Human Rights Policy》</p> <p>《Baidu Recruitment Management Standards》</p> <p>《Baidu Training Management</p>	<p>The Right to Life and Health</p>	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Employee coverage of health and safety measures (such as emergency rescue measures, physical examinations, psychological counseling services, etc.) ○ Number of workplace health and safety related 	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Proportion of suppliers with workplace health and safety related certifications • Training: <ul style="list-style-type: none"> ○ Proportion of suppliers with health and safety related 	<ul style="list-style-type: none"> • Coverage : <ul style="list-style-type: none"> ○ User coverage and proportion of products supported with health and safety related policies and measures • Status Quo: <ul style="list-style-type: none"> ○ User coverage of anti-addiction measures (all users , young users) 	<ul style="list-style-type: none"> • The number of users covered by Baidu employees/ products' initiatives in life, health and safety • Number of Baidu employees/ 	<ul style="list-style-type: none"> ○ The number of occupational diseases among employees and relief measures ○ Health and safety related content governance (such as human trafficking, terrorism): <ul style="list-style-type: none"> ▪ Health and safety-related information review rate, number of false

<p>Standard》 《Baidu Safety Management Standards》 《Baidu Employee Handbook》 《Baidu Professional Ethics Construction Work Management Regulations》 《Baidu Professional Ethics Reporting Management Regulations》 《Baidu Professional Ethics and</p>		<p>certifications and their coverage (people, sites)</p> <ul style="list-style-type: none"> • Training: <ul style="list-style-type: none"> ○ Health and safety training duration, employee coverage rate • Coverage: <ul style="list-style-type: none"> ○ Health and safety policy coverage: employee coverage rate 	<p>training</p> <ul style="list-style-type: none"> • Coverage: <ul style="list-style-type: none"> ○ Proportion of suppliers with health and safety-related policies or initiatives signed 		<p>products involved in social assistance, health and safety incidents</p>	<p>information and appeal handling rate</p> <ul style="list-style-type: none"> • The number of harmful information governance and the number of special content governance projects ○ Health and medical advertising management: <ul style="list-style-type: none"> • Commercial advertising health and safety related risk elimination rate; • Number of complaint and response rate • Punishment <ul style="list-style-type: none"> ○ Penalties for suppliers /advertisers ○ internal / external relevant persons in charge ○ Report illegal activities to law enforcement agencies • Improve relevant systems, measures,
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<p>Code of Conduct》 《Baidu Avoiding Conflicts of Interest Policy》 《Baidu Company's Material Undisclosed Information and Prohibition of Insider Trading Management System》 《Baidu Professional Ethics Red Lines Management Regulations》 《Baidu Management Measures</p>	<p>The Right to Just and Favorable Working Conditions</p>	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Salary: <ul style="list-style-type: none"> ▪ Average salary ▪ Coverage of overtime pay and payment of fees that qualify for overtime hours ○ Working hours: <ul style="list-style-type: none"> ▪ Average weekly working hours and daily working hours per capita ▪ Average maximum daily continuous working hours for employees who are required to work shifts (e.g. content reviewers) ▪ Average overtime hours, overtime hours for special positions (e.g. content 	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Proportion of suppliers with labor-related certifications • Coverage: <ul style="list-style-type: none"> ○ Proportion of suppliers that have established policies related to employee working hours, wages, career development, performance appraisal, and training or signed relevant initiatives 	<p>/</p>	<ul style="list-style-type: none"> • The number of job opportunities Baidu provides to society 	<p>products and services</p> <ul style="list-style-type: none"> • Grievance handling and compensation for employees who have not received their due wages • Punishment : <ul style="list-style-type: none"> ○ Relevant person in charge ○ Related suppliers ○ Report illegal activities to law enforcement agencies • Improve relevant systems, measures, products and services
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<p>for Rewards and Punishments》</p> <p>《Baidu Partner Blacklist Management Measures》</p> <p>《Honesty and Integrity Agreement》</p> <p>《Supplier Management Specifications》</p> <p>《Supplier Reward and Punishment Measures》</p>		<p>reviewers)</p> <ul style="list-style-type: none"> ○ Career Development: <ul style="list-style-type: none"> ▪ Proportion of employees who receive performance appraisals and regular career development evaluations ▪ Technical or vocational training hours per capita ▪ The number of layoffs ● Coverage: <ul style="list-style-type: none"> ○ Policy coverage of working hours, wages, career development, performance appraisal, training : employee coverage 				
<p>《Baidu Sustainable Development Principles for</p>	<p>The Right to Social Security</p>	<ul style="list-style-type: none"> ● Status Quo: <ul style="list-style-type: none"> ○ The number of family support programs <p>Note: Plans include:</p>	<ul style="list-style-type: none"> ● Status Quo: <ul style="list-style-type: none"> ○ Proportion of suppliers providing family 	<p>/</p>	<p>/</p>	<ul style="list-style-type: none"> ● Grievance handling and compensation and support for employees who have not received the benefits they deserve

Suppliers»		<p>providing paid parental leave and other care leave, breastfeeding support (such as paid breastfeeding leave during working hours), flexible working arrangements for carers, and minimum social protection measures (against workplace risks maternity protection and dismissal protection, etc.).</p> <ul style="list-style-type: none"> ○ Amount of work injury benefit support • Coverage: ○ Family support program, work injury policy coverage: employee coverage rate 	<p>support, work injury-related measures</p> <ul style="list-style-type: none"> • Coverage: ○ Proportion of suppliers with policies related to family support and work-related injuries 			<ul style="list-style-type: none"> • Punishment : <ul style="list-style-type: none"> ○ Relevant person in charge ○ Related suppliers ○ Report illegal activities to law enforcement agencies • Improve relevant systems, measures
	<p>The Right to Equality and Freedom from Discrimination</p>	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ The number and coverage of barrier-free facilities ○ The number and proportion of female directors ○ The number and proportion of female middle and 	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Proportion of suppliers and advertisers who carry out diversified training • Coverage: <ul style="list-style-type: none"> ○ Proportion of 	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Measures and coverage of digital equality for disadvantaged groups (such as measures to facilitate the elderly, disabled people, and distant residences to use Baidu products) 	<ul style="list-style-type: none"> • The number of users covered by Baidu’s product promotion/initiatives on equality , 	<ul style="list-style-type: none"> • Complaint handling and support <ul style="list-style-type: none"> ○ Compensation and support for employees who receive unequal or discriminatory treatment ○ Data and user coverage related to the

		<ul style="list-style-type: none"> ○ senior managers ○ Average salary ratio between male and female employees ○ Average training hours for male and female employees ○ The number of anti-diversity and discrimination incidents and complaint handling rate • Training: <ul style="list-style-type: none"> ○ Data of workplace diversity training ○ Business (algorithm staff, content and advertising reviewers, etc.) diversity training data • Coverage: <ul style="list-style-type: none"> ○ Diversity and anti-discrimination policy coverage: employee coverage rate, 	<ul style="list-style-type: none"> ○ portion of suppliers and advertisers that have established diversity and anti-discrimination policies or signed relevant initiatives ○ Coverage of Baidu's diversity and anti-discrimination policies: suppliers', advertisers' signature rate of relevant initiatives regarding to technology ethics, and non-discrimination 	<ul style="list-style-type: none"> • Coverage: <ul style="list-style-type: none"> ○ Diversity and anti-discrimination policy coverage: product coverage, user coverage ○ Technology ethics policy coverage: product coverage 	<ul style="list-style-type: none"> ○ diversity , and anti-discrimination 	<ul style="list-style-type: none"> ○ special governance projects of algorithmic discrimination in technology ethics ○ Advertising content risk elimination rate (content involving discrimination, child protection, etc.) ○ The number of complaint advertising events and response rate • Punishment : <ul style="list-style-type: none"> ○ Relevant person in charge ○ Related suppliers ○ Report illegal activities to law enforcement agencies • Improve relevant systems, measures, products and services
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		<p>employee signature rate of relevant commitments</p> <ul style="list-style-type: none"> ○ Coverage of technology ethics policy: employee signature rate of commitments related to equality and freedom from discrimination 				
	<p>The Right to be free from Harassment and Violence</p>	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ The number of reports and response rate of harassment and violence incidents ○ Number and scope of relevant certifications • Training: <ul style="list-style-type: none"> ○ Average employee training duration and coverage • Coverage: <ul style="list-style-type: none"> ○ Anti-harassment and anti-unfair competition policy coverage: employee coverage rate, employee 	<ul style="list-style-type: none"> • Training: <ul style="list-style-type: none"> ○ Proportion of suppliers carrying out anti-harassment and anti-unfair competition employee training • Coverage: <ul style="list-style-type: none"> ○ Proportion of suppliers with policies related to anti-harassment and anti-unfair competition 	<ul style="list-style-type: none"> • Status Quo: <ul style="list-style-type: none"> ○ Anti-harassment and anti-violence policy coverage: product coverage, user coverage 	<ul style="list-style-type: none"> • The number of users covered by Baidu products' anti-harassment and anti-violence publicity/initiatives 	<ul style="list-style-type: none"> • Complaint handling and compensation status <ul style="list-style-type: none"> ○ Compensation to persons affected by harassment and violence ○ Number of harassment and violent content management • Punishment <ul style="list-style-type: none"> ○ Relevant person in charge ○ Related suppliers ○ Report illegal activities to law enforcement agencies • Improve relevant systems, measures,

		signature rate of relevant commitments	○ Baidu's anti-harassment and anti-unfair competition policy coverage : supplier signature rate of relevant commitments			products and services
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If you have any views or suggestions, please send an email to esg@baidu.com

For more information, please refer to Baidu ESG Website: <http://esg.baidu.com>