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**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GA 1277.9-2023

**Security management requirements for internet interactive
service - Part 9: Search engine service**

互联网交互式服务安全管理要求 第9部分：搜索服务

(English Translation)

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for Standardization Work Part 1: Structure and Drafting Rules for Standardization Documents"

drafting:

This document is Part 9 of GA 1277 "Internet Interactive Service Security Management Requirements": GA 1277 has released the following parts:

- Part 1: Basic requirements;
- Part 2: Microblog service;
- Part 3: Audio and video chat room services;
- Part 4: Instant messaging service;
- Part 5: Forum services;
- Part 6: Mobile application software distribution service;
- Part 7: Cloud services;
- Part 8: E-commerce services;
- Part 9: Search service:

Please note that some contents of this document may refer to patents: The issuing agency of this document assumes no responsibility for identifying patents:

This document was proposed by the Cyber Security Bureau of the Ministry of Public Security:

This document is under the jurisdiction of the Information System Security Standardization Technical Committee of the Ministry of Public Security:

Introduction

GA 1277 aims to regulate and guide Internet interactive service providers to implement the "Network Security Law of the People's Republic of China" and "Chinese People's According to laws and regulations such as the Data Security Law of the People's Republic of China and the Personal Information Protection Law of the People's Republic of China, the security management system and security Technical measures, etc., are proposed to be composed of 11 parts:

- Part 1: Basic requirements: The purpose is to specify the basic requirements for the security management of Internet interactive services:
- Part 2: Microblogging service: The purpose is to standardize and clarify the microblog service security management requirements:
- Part 3: Audio and video chat room services: The purpose is to standardize and clarify the security management requirements for audio and video chat room services:
- Part 4: Instant Messaging Services: The purpose is to standardize and clarify the

security management requirements of instant messaging services:

--- Part 5: Forum services: The purpose is to standardize and clarify the safety management requirements of forum services:

--- Part 6: Mobile application software distribution services: The purpose is to standardize and clarify the security management of mobile application software distribution services
Require:

--- Part 7: Cloud services: The purpose is to standardize and clarify cloud computing platform service security management requirements:

--- Part 8: E-commerce services: The purpose is to standardize and clarify e-commerce service security management requirements:

--- Part 9: Search service: The purpose is to standardize and clarify the search service security management requirements:

--- Part 10: Internet car-hailing service: The purpose is to standardize and clarify the safety management requirements for Internet car-hailing services:

--- Part 11: Internet short-term rental housing information service: The purpose is to standardize and clarify the security management of Internet short-term rental housing information services
Require:

In order to strengthen the security management of search services and strengthen the implementation of the main responsibility of search service providers, this document proposes its Implement the specific requirements of the safety protection management system and safety protection technical measures:

Internet interactive service security management requirements Part 9: Search Services

1 Scope

This document specifies the search service security management requirements:

This document applies to Internet interactive service providers implementing search service security protection management systems and security protection technical measures:

2 Normative references

The contents of the following documents constitute the essential provisions of this document through normative references in the text: Among them, dated references for documents, only the version corresponding to the date is applicable to this document; for undated reference documents, the latest version (including all amendments) is applicable to this document:

GA 1277.1-2020 Internet Interactive Service Security Management Requirements Part 1:

Basic Requirements

3 Terms and Definitions

GA 1277.1-2020 and the following terms and definitions apply to this document:

search engine search engine According to a certain strategy, use a specific computer program to collect information from the Internet, organize and process the information, and provide it for users the user provides retrieval services, and displays the information related to the user's retrieval to the user's system:

Search service searchengineservice by building an information retrieval and acquisition platform, it provides users with services developed around search engines:

search service user Users who use search services include retrieval users and information release users:

Note 1: Retrieval users refer to users who use the most basic products of search services, and retrieval users include registered users and anonymous users: Registered users are those who search Users whose service provider has registered information; anonymous users refer to users who have not registered with the search service provider:

Note 2: Information release users, also known as promotion users, refer to users who use search services to engage in business activities, advertising promotion, and brand promotion:

Retrieval heat retrieval heat on a certain terminal (computer or wireless device), the data obtained is converted according to the number of keywords searched:

Note: The higher the search popularity value, the more searches:

ranking behavior the content of the search results is sorted by a special algorithm (referring to factors such as the quality of the web page and the number of clicks):