CLAIMS

1. A method for sending first data from a first terminal directly to a second terminal, comprising:

receiving and publishing, by a data exchange platform, data information associated with the first data issued by the first terminal associated with a first user;

receiving, at the data exchange platform and from the second terminal associated with a second user, an order to acquire the first data;

writing, by the data exchange platform, a data exchange agreement between the first user and the second user into a block chain;

receiving, by the data exchange platform, a first key sent by the first terminal and used for decrypting encrypted first data;

receiving, by the data exchange platform, a payment sent by the second terminal;

after receiving the payment sent by the second terminal, sending, by the data exchange platform, the first key to the second terminal, such that the second terminal, after receiving the encrypted first data sent by the first terminal, decrypts the received encrypted first data based on the first key to obtain the first data; and

receiving, by the data exchange platform, confirmation information from the second terminal indicating that the obtained first data conforms to description of the data exchange agreement;

receiving, by the data exchange platform, confirmation information sent by the first terminal for the payment, the confirmation information for the payment indicating that the first user determines that the payment conforms to the description in the data exchange agreement;

writing and storing, by the data exchange platform, a record that the order is accomplished into a result of the data exchange agreement in the block chain; and

transmitting, by the data exchange platform, the payment to the first terminal.

2. The method of claim 1, wherein the encrypted first data is generated by the first terminal and transmitted to the second terminal without passing through the data exchange platform, and wherein the data exchange agreement includes feature information of exchanged data.

3. The method of claim 1, wherein sending the first key to the second terminal further comprises:

when it is verified, by the data exchange platform, that the payment received by the data exchange platform from the second terminal complies with the data exchange agreement, sending, by the data exchange platform, the first key to the second terminal, such that the second terminal, after receiving the encrypted first data sent by the first terminal, decrypts the received encrypted

first data based on the first key to obtain the first data.

4. The method of claim 1,wherein after the step of receiving, at the data exchange platform and from the second terminal associated with the second user, the order to acquire the first data, and before the step of writing, by the data exchange platform, the data exchange agreement between the first user and the second user into a block chain, the method further comprising:

sending, by the data exchange platform, the order to the first terminal; and

receiving, by the data exchange platform, conformation information sent by the first terminal for the order.

5. The method of any one of claims 1-4, wherein:

the data exchange agreement comprises feature information of the first data;

the method further comprises

obtaining, by the second terminal, the feature information, and determining, according to the feature information, whether the acquired first data conforms to the record in the agreement; and the feature information of the first data comprises at least one of the following: a message digest for verifying integrity of the first data; and baseline information for summarizing specific content of the first data.

6. The method of any one of claims 1-5, wherein the encrypted first data is transmitted to the second terminal by the first terminal implementing a standard transmission interface, and the standard transmission interface comprises a universal interface defined by the data exchange platform and used for transmitting data between terminals.

7. The method of any one of claims 1-6, wherein a transmission state of the first encrypted data is determined to include whether first encrypted data has been transmitted or has not been transmitted to the second terminal, wherein determining the transmission state of the first encrypted data includes receiving the transmission state of the first encrypted data actively reported by the first terminal and the second terminal.

8. The method of any one of claims 1-7, wherein the first user is a data seller, and the second user is a data buyer.

9. A data sending system comprising at least a first terminal, a second terminal and a data exchange platform configured to perform the method of any one of claims 1-8.