WHAT IS CLAIMED IS

1. A method for generating identification information comprising:

when a terminal receives a data acquisition instruction from a server, collecting data according to the data acquisition instruction;

storing the collected data, and updating the data to the server, allowing the server to issue a rule of generating identification information;

generating the identification information of the terminal according to the data and the rule of generating identification information when the rule of generating identification information from the server is received;

associatively storing the identification information of the terminal and the rule of generating identification information received from the server;

if later an instruction of installing applications is detected, when detecting that the server re-issues the rule of generating identification information, judging whether the re-issued generation rule matches with the pre-stored rule of generating identification information; and

if the re-issued generation rule matches with the pre-stored rule of generating identification information, using the identification information associated with the pre-stored rule of generating identification information for each of the applications to be installed on the terminal.

2. The method for generating identification information of claim 1, wherein under the circumstances that the collected data is an MAC address of the terminal, the step of generating the identification information of the terminal according to the data and the rule of generating identification information when the rule of generating identification information from the server is received comprises:

if the rule of generating identification information is directly using the MAC address of the terminal, hence the identification information of the terminal is the MAC address of the terminal; and

if the rule of generating identification information is encrypting the MAC address of the terminal, then encrypting the MAC address of the terminal by means of a pre-stored encryption algorithm to generate the identification information of the terminal.

3. The method for generating identification information of claim 1, wherein after the step of judging whether the re-issued generation rule matches with the pre-stored rule of generating identification information, the method for generating identification information further comprises:

if the re-issued rule fails to match with the pre-stored rule of generating identification information, then generating new identification information according to the re-issued rule;

associatively storing the new identification information and the re-issued rule, and using the new identification information as the current identification information.

4. A device for generating identification information comprising:

a collection module, configured for collecting data according to a data acquisition instruction when receiving the data acquisition instruction from the server;

a storage module, configured for storing the collected data;

an update module, configured for updating the data to the server, allowing the server to issue a rule of generating identification information;

a generation module, configured for generating the identification information of the terminal according to the data and the rule of generating identification information when the rule of generating identification information issued by the server is received;

the storage module being further configured for storing the generated identification information;

an association storing module, configured for associatively storing the identification information of the terminal and the rule of generating identification information received from the server;

the device for generating identification information further comprises:

a judge module, configured for, if an instruction of installing applications is detected, when the server re-issues the rule of generating identification information, judging whether the re-issued rule matches with the pre-stored rule of generating identification information; and

a process module, configured for, if the re-issued rule matches with the pre-stored rule of generating identification information, using the identification information associated with the pre-stored rule of generating identification information for each of the applications to be installed on the terminal.

5. The device for generating identification information of claim 4, wherein when the collected data is a MAC address of a terminal, the generation module is further configured for:

if the rule of generating identification information is directly using the MAC address of the terminal, then the MAC address of the terminal is used as the identification information of the terminal;

if the rule of generating identification information is encrypting the MAC address of the terminal, then encrypting the MAC address of the terminal by means of a pre-stored encryption algorithm to generate the identification information of the terminal.

6. The device for generating identification information of claim 4, wherein

the generation module is further configured for if the re-issued rule fails to match with the pre-stored rule of generating identification information, then generating new identification information according to the re-issued rule;

the association storing module is further configured for associatively storing the new identification information and the re-issued rule of generating identification information; and

the process module is configured for using the new identification information as the current identification information.

7. An apparatus for generating identification information, wherein the apparatus for generating identification information comprises a processor, a network interface, and a storage medium;

the storage medium stores an identification information generation program;

the network interface is connected with a server and communicating with the server, wherein the server stores a rule of generating identification information;

the processor is configured for executing the identification information generation program to perform following steps:

when a terminal receives a data acquisition instruction from the server, collecting data according to the data acquisition instruction;

storing the collected data, and updating the data to the server, allowing the server to issue a rule of generating identification information;

generating the identification information of the terminal according to the data and the rule of generating identification information when the rule of generating identification information from the server is received;

associatively storing the identification information of the terminal and the rule of generating identification information received from the server;

if later an instruction of installing applications is detected, when detecting that the server re-issues the rule of generating identification information, judging whether the re-issued generation rule matches with the pre-stored rule of generating identification information; and

if the re-issued generation rule matches with the pre-stored rule of generating identification information, using the identification information associated with the pre-stored rule of generating identification information for each of the applications to be installed on the terminal.

8. The apparatus for generating identification information of claim 7, wherein under the circumstances that the collected data is an MAC address of the terminal, the processor is configured for executing the identification information generation program, such that the step of generating the identification information of the terminal according to the data and the rule of generating identification information when the rule of generating identification information from the server is received comprises:

if the rule of generating identification information is directly using the MAC address of the terminal, hence the identification information of the terminal is the MAC address of the terminal; and

if the rule of generating identification information is encrypting the MAC address of the terminal, then encrypting the MAC address of the terminal by means of a pre-stored encryption algorithm to generate the identification information of the terminal.

9. The apparatus for generating identification information of claim 7, wherein the processor is configured for executing the identification information generation program to perform following steps after the step of judging whether the re-issued generation rule matches with the pre-stored rule of generating identification information:

if the re-issued rule fails to match with the pre-stored rule of generating identification information, then generating new identification information according to the re-issued rule; and

associatively storing the new identification information and the re-issued rule, and using the new identification information as the current identification information.

10. A computer-readable storage medium with one or more programs stored thereon, which, when being executed by one or more processors, cause the one or more processors to perform following steps:

when a terminal receives a data acquisition instruction from a server, collecting data according to the data acquisition instruction;

storing the collected data, and updating the data to the server, allowing the server to issue a rule of generating identification information;

generating the identification information of the terminal according to the data and the rule of generating identification information when the rule of generating identification information from the server is received;

associatively storing the identification information of the terminal and the rule of generating identification information received from the server;

if later an instruction of installing applications is detected, when detecting that the server re-issues the rule of generating identification information, judging whether the re-issued generation rule matches with the pre-stored rule of generating identification information; and

if the re-issued generation rule matches with the pre-stored rule of generating identification information, using the identification information associated with the pre-stored rule of generating identification information for each of the applications to be installed on the terminal.

11. The storage medium of claim 10, wherein under the circumstances that the collected data is an MAC address of the terminal, the one or more programs cause the one or more processors to perform a following step when being executed by the one or more processors, such that the step of generating the identification information of the terminal according to the data and the rule of generating identification information when the rule of generating identification information from the server is received comprises:

if the rule of generating identification information is directly using the MAC address of the terminal, hence the identification information of the terminal is the MAC address of the terminal; and

if the rule of generating identification information is encrypting the MAC address of the terminal, then encrypting the MAC address of the terminal by means of a pre-stored encryption algorithm to generate the identification information of the terminal.

12. The storage medium of claim 10, wherein when being executed by the one or more processors, the one or more programs cause the one or more processors to perform following steps after the step of judging whether the re-issued generation rule matches with the pre-stored rule of generating identification information:

if the re-issued rule fails to match with the pre-stored rule of generating identification information, then generating new identification information according to the re-issued rule; and

associatively storing the new identification information and the re-issued rule, and using the new identification information as the current identification information.