We are entering into an era of new technological possibilities. Many benefits will be derived from the development of data and computer driven innovation. We will have new products and services and new ways of making and supplying goods and services. Without wanting to inhibit innovation this talk will call for the legal system to remain committed to an ideology and legal framework that supports consumer protection. It will counsel against assuming that the law should give way unduly to the technology agenda, whilst accepting that adaptations should be made and also that there should be a critical review of whether traditional forms of regulation are needed in the Fourth Industrial Age.

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