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This article examines the meaning of "technology neutrality" for Internet, telecom and data protection regulation. Performance standards are a form of technologically neutral regulation because they give companies flexibility to adopt the technology of their choice to achieve the outcome defined by the standard. Technology neutrality also refers to regulatory principles that apply to a broad range of activity and do not depend on technological "silos". Finally, technology neutrality means that regulators should not try to shape the market by imposing technological choices.

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The advent of social media has significantly changed the way in which people interact; we now chat, flirt and apply for jobs from behind the keyboards of our mobile devices. This is no surprise considering how many Facebook and Twitter users there are alone. In South Africa, there are currently 9.4 million active Facebook users (that is the same as the number of cars on South African roads), 5.5 million active Twitter users and 2.7 million active LinkedIn users. In fact, many of you reading this will be connected to at least one of these social networks. However, are you aware of the possible consequences of your conduct?

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