Privacy

Courtesy translation for information. The German version is authoritative.
Status: October 2026

Here we explain what data arises when you visit this website, what we use it for and what rights you have.

1. Controller

The controller within the meaning of the General Data Protection Regulation (GDPR) is kessler engineering GmbH.

kessler engineering GmbH
Business address: Lerchenweg 11-15, 88376 Königseggwald
Office address: Maria-Ferschl-Str. 5, 88356 Ostrach
Commercial register: HRB 737551, Amtsgericht (local court) Ulm
Phone: +49 7585 92444-0
Email: info@kessler-engineering.com

Represented by the managing director Marc P. Kessler.

Contact for data protection enquiries: datenschutz@kesslergroup.de

2. Hosting and server log files

This website is hosted by Hostinger International Ltd., 61 Lordou Vironos Street, 6023 Larnaca, Cyprus. The web server is located in Germany (data centre in Düsseldorf). When you call up the page, the server automatically stores data that your browser transmits: IP address, date and time, the page requested, the amount of data transferred, the page you visited before, and browser and operating system.

We need this data to operate the website securely and stably and to detect attacks. The legal basis is our legitimate interest under Art. 6 (1) (f) GDPR. The log files are kept only as long as necessary for this purpose and are then deleted. A data processing agreement under Art. 28 GDPR exists with the host (Hostinger's Data Processing Agreement, part of the terms of use).

3. Project form

When you write to us via the project form, we process the details you enter: name, email address and description of your project, plus, voluntarily, company and phone number. Files that you attach, such as a requirements specification, sketches or schematics, are sent by the form together with your message by email to a shared mailbox of the kessler Group. These emails are processed by our email provider STRATO AG, Berlin. They are not stored permanently on the web server; for processing and sending the email they are kept there only briefly.

We use this data to answer your enquiry, hold a first call and prepare a quotation. The legal basis is Art. 6 (1) (b) GDPR, because this concerns the initiation of a contract, and otherwise our legitimate interest in handling enquiries under Art. 6 (1) (f) GDPR.

We delete the data as soon as your enquiry has been dealt with and no statutory retention obligations remain. If an order is placed, the retention periods under commercial and tax law

apply.

To protect against misuse, the server remembers when requests came from a connection. We do not store an IP address for this, only a checksum formed with a secret key. This key changes every full hour, and the old one is deleted the next time the form is submitted. After that, the checksum can no longer be assigned to an IP address. Entries older than one hour are also deleted by the server the next time the form is submitted. The legal basis is Art. 6(1)(f) GDPR.

4. Contact by email or phone

If you write us an email or call us, we process your details on the same basis as for the project form.

5. Cookies, statistics and ad measurement, only with your consent

Without your consent this website sets no cookies and uses no analytics or tracking tools. Fonts and all other files are stored together with the website at our host (see point 2). Without consent, therefore, no data is transmitted to Google or other third parties.

Your choice in the cookie notice. You decide on statistics and ad measurement separately; the boxes are never pre-ticked. So that we do not ask you again on every visit, your browser stores your decision in local storage (entry “kessler-engineering-einwilligung”: your decision on statistics and on ad measurement, date and version of the notice). The entry contains no personal details and is not transmitted to us. After 12 months we ask again. This entry is technically necessary and does not require consent (§ 25(2) no. 2 TDDDG). You can delete it at any time in your browser settings.

In addition, your browser’s session storage only remembers that the notice “And after development?” has already been shown in this session (entry “kessler-engineering-hinweis”). The entry contains no personal details, is not transmitted to us and disappears when you close the browser tab.

Statistics with Google Analytics. If you allow “Statistics” in the cookie notice, we use Google Analytics 4. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. This shows us how our website is used, for example which pages are viewed and whether someone clicks on a phone number or email address or on “Discuss your project” or submits the project form. When a form is submitted, we only learn that a form was sent and whether files were attached, not what you wrote. For this, Google sets cookies, on this website for example “_ga” and “_ga_…” (in our tests with a lifetime of 400 days), and processes, among other things, details about browser and device, the page viewed, and date and time. Event data is stored at Google for 14 months; the period starts again with new activity. We ourselves only see evaluated figures.

Visitor analysis with Leadfeeder. If you allow “Statistics” in the cookie notice, we also load the Leadfeeder tracker, a service of Dealfront Group GmbH. This lets us see which companies visit our website and which pages they view. For this, Leadfeeder processes, among other things, the page viewed and its title, date and time, where the visit came from and your IP address. From the IP address Leadfeeder can derive a company whose network the page was viewed from. The requests go to Leadfeeder servers (sc.lfeeder.com and tr.lfeeder.com).

For this, the tracker sets the cookie “_lfa” on this website (a visitor ID, with a lifetime of 365 days in our tests) and stores the entries “_lfa” (the same ID) and “_lfa_expiry” (expiry date of the ID) in your browser’s local storage. Leadfeeder processes the data on our behalf on the basis of the

provider's terms for data processing (Art. 28 GDPR). Without your consent the tracker is not loaded and no data is transmitted to Leadfeeder. If you withdraw your consent to statistics, the page reloads, the tracker is no longer loaded, and we delete the entries mentioned above on this website. More on how Leadfeeder handles your data: leadfeeder.com/privacy

Google Ads conversion tracking. If you allow "Ad measurement" in the cookie notice, we use Google Ads conversion tracking. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. This shows us whether someone submits a project enquiry after clicking one of our ads on Google, clicks on a phone number or email address, or clicks a button or link to the project form, such as "Discuss your project". For this, Google sets cookies, on this website for example "_gcl_au" and "_gcl_aw" (according to Google stored for up to 90 days), stores the entry "_gcl_ls" with a connection identifier in your browser's local storage, and may also set cookies on Google's own domains. Google processes, among other things, your IP address, details about browser and device, the page viewed, and date and time. We ourselves only see aggregated figures, for example how many enquiries followed an ad. We do not use personalised advertising (remarketing).

For statistics and ad measurement, requests go to Google servers, among others region1.google-analytics.com and region1.analytics.google.com (statistics), www.google.com and ad.doubleclick.net (ad measurement) and www.googletagmanager.com, from where the Google tag is loaded. If both statistics and ad measurement are allowed, the Google tag also calls www.google.de. Google signals and the personalisation of ads are switched off in this website's configuration. We do not use remarketing.

Google may also transfer data to the USA. Google LLC is certified under the EU-US Data Privacy Framework, for which an adequacy decision of the EU Commission exists.

The legal basis is your consent under Art. 6(1)(a) GDPR and § 25(1) TDDDG. You can withdraw it at any time with effect for the future, at the very bottom of every page under "Cookie settings". We then delete the Google cookies and the "_gcl_" entries in local storage on this website. You can delete cookies on Google's domains in your browser. More on how Google handles your data: policies.google.com/privacy

6. Links to other websites

We link to the websites of EMSProto® and kessler systems, both part of the kessler Group. These are simple links. Only when you click them do you leave our website, and the privacy notices of the respective provider apply.

7. Your rights

- Access to your stored data under Art. 15 GDPR
- Rectification of incorrect data under Art. 16 GDPR
- Erasure under Art. 17 GDPR
- Restriction of processing under Art. 18 GDPR
- Data portability under Art. 20 GDPR
- Objection to processing based on legitimate interests under Art. 21 GDPR

Simply contact us for this. You can also lodge a complaint with a data protection supervisory authority, for example the State Commissioner for Data Protection and Freedom of Information of

Baden-Württemberg.

8. Security

The connection to this website is encrypted. You can recognise this by the padlock symbol and “https://” in your browser’s address bar.

9. Changes

We adapt this privacy policy when the website or the legal situation changes. The current version on this page applies.