



## Data Sharing Agreement

This agreement is between the \_\_\_\_\_ (hereinafter, "Department"), and Southwick Associates (hereinafter, "Southwick"). In order to participate in the Association of Fish and Wildlife Agencies' (AFWA) 2024 Multistate Conservation Grant (MSCG) titled "Continuing to Expand and Improve R3 License Data Dashboards (Award #F24AP00089), as described in Attachment 1 on pages 2 and 3 of this Agreement, the Department gives permission to provide Southwick with the fishing and hunting license holder data information listed in Attachment 2 on pages 4 through 6 of this Agreement, for analysis and use in this project.

Southwick hereby acknowledges that the fishing and hunting license holder data to be provided by the Department may contain information that is considered a closed public record and protected from disclosure by law. Southwick and its authorized subcontractors shall utilize the data listed in Attachment 2 and provided from the Department's license database for the specific purpose of participation in the above-referenced grant project and for no other purpose. Southwick shall utilize the security protocols detailed in Attachment 3 on pages 7 and 8 of this Agreement, and not release or disclose personal identifying information of any license holder to any third party for any reason, except as directed in writing by the Department.

This agreement will be effective from the execution date below until March 31, 2025.

Entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2024:

For the Department:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name and Title

For Southwick:

\_\_\_\_\_  
Signature

Rob Southwick, President  
Printed Name and Title



## Attachment 1: Project Description

### 2024 AFWA Multistate Conservation Grant Program (Award #F24AP00089): Continuing to Expand and Improve R3 License Data Dashboards

- 1. Summary:** Knowing where to apply R3 efforts and when or where to make improvements requires monitoring participation trends in a timely manner. States also need a way to compare their participation trends to other states and their region to better assess their needs and effectiveness. To do so, a tool is needed that collects and reports trends and identifies when a specific customer segment or region needs greater attention. Under a groundbreaking partnership between state fish and wildlife agencies, industry, and NGO partners and with MSC grant assistance, the R3 community created the license sales dashboard. (This dashboard increased R3 staff competency and capacity to evaluate, manage and interpret data by summarizing state-level license sales for comparisons at the regional and national levels. In 2022, the dashboard was then upgraded from semi-annual updates to reporting on a daily basis. Reported elements include the number of unique license buyers by day/month/year, numbers of newly recruited license and churn rates in total and by age, gender, and residency. In 2024, with grant support, the goal is to host 35 reporting states using the latest data transfer and security standards. The project is free to participating states and they do not need to share personally identifiable information (PII).
- 2. Grant Recipient:** Council to Advance Hunting and the Shooting Sports (CAHSS)  
**Other Supporting Organizations:**  
American Sportfishing Association, Connor Bevan  
Archery Trade Association, Dan Forster  
Bass Pro Shops, Rob Price  
Recreational Boating and Fishing Foundation, Stephanie Hussey  
National Shooting Sports Foundation, John McNamara  
AFWA Technology and Data Committee, John Lord  
Delta Waterfowl, Joel Brice  
National Deer Association, Hank Forester  
National Wild Turkey Federation, Mandy Harling  
National Marine Manufacturers Association, Clay Crabtree  
Pheasants Forever and Quail Forever, Colby Kerber  
Sportsmen's Alliance, Evan Heusinkveld
- 3. Need & Purpose**  
**Need:** Knowing where and when to apply and improve R3 efforts requires monitoring participation trends in a timely manner. To do so, the R3 community needs a tool to collect and report participation trends and to identify when a specific customer segment or region needs greater attention. To fill this critical gap, under a groundbreaking partnership between state fish and wildlife agencies, industry, and NGO partners, and with MSCG assistance, the R3 community created the R3 license sales dashboard. In 2022, the dashboard was upgraded from semi-annual updates to reporting on a daily basis. By the end of 2023, 18-20 are expected to be live, and the system will be public (a minimum of 12 states is required). A need exists to improve the accuracy and depth of data by adding more states and continuing to improve the content and operation of the dashboard.



**Purpose:** The purpose of this grant is to expand the number of participating states to 35 by the end of 2024, to help states understand the benefits of joining and the top-level data security protocols in place (including no requirement for PII data), implement reporting improvements, expand awareness within the R3 community of the R3 dashboard's availability and benefits, plus continue discussions within the R3 community to identify future plans and support. By achieving these goals, the R3 community will have the information necessary to better identify the effectiveness of R3 applications, when new efforts are needed to address emerging threats and opportunities, and when current events impact participation. The results also help state leadership better explain hunting and fishing trends and needs to all stakeholders.

#### **4. Results & Benefits**

The deliverable is the R3 license dashboard containing daily, weekly, monthly, and annual sales trends that are publicly available and free of charge. States are not required to pay any fees to participate, dashboards can be shared online by any project partners at no cost, and all necessary information and links for posting the R3 dashboard will be provided. At a minimum, it will be posted on the ASA, RBFF, and Council websites, plus posted as a stand-alone site by the contractors. The dashboard will be shared at national and regional AFWA and R3 conferences to increase awareness and use, in addition to articles in partner communications. Results present trends in participation (unique license buyers), churn rate, first-time license buyers, all in total and separated by residency, gender, and age. Results are available on a daily, weekly, monthly, and annual basis and have a shelf life of up to 10 years. The benefits include allowing states to identify when R3 directional changes are needed and allow them to compare their performance to neighboring states plus regional trends to better assess effectiveness and needs.



SOUTHWICK ASSOCIATES

## Attachment 2: Data Requirements and File Format Specification



### License Data File Specification

File should include a header row using the values from the **Identifier** column.

Field	Identifier	Description	Data Type	Format/Values	Notes
State Identifier	state	State to which this data applies	Alpha	2-character state abbreviation	Optional, strongly recommended
License ID	state_license_id	Unique license ID used by state	Alphanumeric		
Description	description	Generic description for license	Alphanumeric	Max 255 chars	Required
License Type	state_license_type	Privilege granted (hunting, fishing, combination)	Character	H = Hunting, F = Fishing, C = Combination O = Other	Optional, if known and available
		<i>Alternative Format</i>	String	Hunt, Fish, Combo, Other	
		<i>Alternative Format</i>	String	Hunting, Fishing, Combination, Other	
		<i>Alternative Format</i>	Alphanumeric	[as provided by state]	
License Residency	license_residency	In-state residency status of license	Alphanumeric	1, R = Resident 0, N = Non-Resident NA, or nil = N/A	Required
		<i>Alternative Format</i>	[per state]	[as provided by state]	
License Duration	duration	Duration of the license, in years	Integer	# of years duration or 99 for lifetime	Required Durations of 1 year or less = 1

*\* Residency and Duration of licenses may be provided at the transaction level*

## Customer Data File Specification

File should include a header row using the values from the **Identifier** column.

Field	Identifier	Description	Data Type	Format/Values	Notes
State Identifier	state	State to which this data applies	Alpha	2-character state abbreviation	Optional, strongly recommended
Customer ID	state_customer_id	Unique customer ID used by state	Alphanumeric		Required
Date of Birth	dob	Date of birth of customer, for use in determining age of customer	Date	YYYY-MM-DD or YYYYMMDD	Required, or alternative Any delimiter permitted, no delimiter permitted
		<i>Alternative Format</i>	Date	MM-DD-YYYY or MMDDYYYY	Any delimiter permitted, no delimiter permitted
	birth_year	<i>Alternative Field: Birth Year</i>	Integer	YYYY	
	age	<i>Alternative Field: Age</i>	Integer	NNN	
Gender	gender	Gender of customer	Character	M = Male, F = Female O = Other N, NA, or nil = N/A	Required
		<i>Alternative Format</i>	String	Male, Female, Other, NA	
		<i>Alternative Format</i>	[per state]	[as provided by state]	
State of Residence	customer_residence	Customer home state of residence	String	2-character state abbreviation or NA	Required
Merge Request State Customer ID	merge_state_customer_id	State customer ID into which this record should be merged	Alphanumeric		Required only for MERGE CUSTOMER requests, blank otherwise.

\* It is necessary that the state maintains and provides a unique customer ID. This can be any alphanumeric system, provided it identifies unique license holders year over year.

\* Residency of customer may be provided at the transaction level.

## Sale Data File Specification

File should include a header row using the values from the **Identifier** column.

Field	Identifier	Description	Data Type	Format/Values	Notes
State Identifier	state	State to which this data applies	Alpha	2-character state abbreviation	Optional, strongly recommended
Action	action	Action to take: Create or Delete	Alpha	C = Create D = Delete	Defaults to 'C' if not provided
Sales ID	state_sale_id	Unique id of sales transaction	Alphanumeric		Required
Customer ID	state_customer_id	ID of customer table record of purchaser	Alphanumeric		Required
License ID	state_license_id	ID of license table record of license	Alphanumeric		Required
Purchase Date	purchase_date	Date of purchase	Date	YYYY-MM-DD or YYYYMMDD	Required Any delimiter permitted, no delimiter permitted
		<i>Alternative Format</i>	Date	MM-DD-YYYY or MMDDYYYY	Any delimiter permitted, no delimiter permitted
Effective Date	effective_date	Effective date of license	Date	YYYY-MM-DD or YYYYMMDD	Required Any delimiter permitted, no delimiter permitted
		<i>Alternative Format</i>	Date	MM-DD-YYYY or MMDDYYYY	Any delimiter permitted, no delimiter permitted
Expiration Date	expiration_date	Expiration date of license	Date	YYYY-MM-DD or YYYYMMDD	Optional, preferred, if available Any delimiter permitted, no delimiter permitted
		<i>Alternative Format</i>	Date	MM-DD-YYYY or MMDDYYYY	Any delimiter permitted, no delimiter permitted
Residency	sale_residency	In-state residency status of transaction	Integer	1 = Resident 0 = Non-Resident nil = N/A	Optional, depending on state residency configuration
		<i>Alternative Format</i>	[per state]	[as provided by state]	

\* For DELETE actions, all fields after **Sales ID** are optional.



## Attachment 3: Application Security Protocols

### Overview

R3Dashboard security protocols are managed via developer and staff policies and procedures related to the application itself, the data therein, and the files and data used to compile the application.

### Application Infrastructure

#### Hosting

The application is run from a PaaS (Platform as a Service) hosting environment at Heroku. As a world-class PaaS provider, Heroku (parent company Salesforce.com) has a strong commitment to the security of its service offerings. Details can be found at <https://www.heroku.com/policy/security>.

#### ClearDB

The database underlying R3Dashboard is hosted via a service from ClearDB. ClearDB instances leverage encryption everywhere: data at rest is encrypted, backups are both compressed as well as encrypted, and network encryption is available using MySQL SSL support. ClearDB also employs strict operational controls on data access to prevent unauthorized personnel from accessing application data without explicit permission.

#### TLS Protocols

The application is currently served using TLS cryptographic protocol version 1.3.

### User Accounts

#### Sensitive Data

User accounts include the following personally identifiable information:

- First and last name
- Email address
- Mobile phone number (*if two-factor authentication via text message is enabled by the user*)

Collection of other personally identifiable data for user accounts is not expected at this time.

User accounts may be associated internally with a sponsoring organization.

#### Passwords

Passwords for user accounts are encrypted before storing, plaintext passwords are not stored or accessible. Application log files are configured to exclude passwords and other sensitive information. Password rules require at least 12 characters.

Password resets are managed via an email sent to the account email address and must be completed within 6 hours.

#### Two-Factor Authentication

Two-Factor Authentication via email or text message will be implemented prior to go-live. 2FA will be encouraged, but not mandatory.



### Account Settings:

User accounts are locked after 5 failed login attempts. Accounts can only be unlocked via an email sent to the account email address.

User account email changes require authentication via an email sent to the (original) account email address.

User notifications are sent upon user account email and password changes.

### Sessions

Sessions are logged out after 60 minutes of inactivity.

## Developer Access

### Application

Developers who are actively developing and/or supporting the project are granted full access to the application under the Developer role. Developer accounts use strong passwords and two-factor authentication (when implemented).

### Services

Developer access to the R3Dashboard hosting and infrastructure services is granted on an as-needed basis only.

Service accounts use strong passwords and two-factor authentication, where available.

Service account passwords are rotated on a regular basis.

Service accounts are not shared.

### Data/Data File Transfer

Data/data files are transferred to R3Dashboard via secure, encrypted channels. Transferred data/data files are not accessible publicly via the application or storage platforms.

Data provided to R3Dashboard does not include personally identifiable information beyond the following minimum required data:

- CUSTOMER\_ID (*required for accurate retention/recruit categorization*)
- DOB or BIRTHYEAR or AGE (*required for accurate demographics reporting*)
- GENDER (*required for accurate demographics reporting*)
- RESIDENCY (*required for accurate demographics reporting*)
- SALES\_ID (*required for duplicate data prevention*)

### Data Retention

Data files provided to R3Dashboard are maintained for a period specified by the state/vendor (7 – 30 days recommended), to ensure the data is loaded accurately, and then removed from all storage platforms.

Data loaded from these files is maintained in the database until the end of the sixth year after the transaction year for which the data is provided, so that retention/recruit statistics can be compiled. It is then removed from the database.

Summary data compiled from the detailed data provided by states is maintained in the database indefinitely for ongoing reporting purposes.