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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person * <u>KELLEY JOHN J III</u> (Last) (First) (Middle) <u>1550 PEACHTREE STREET, N.W.</u> (Street) <u>ATLANTA GA 30309</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>EQUIFAX INC [EFX]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner Officer (give title below) _____ Other (specify below) _____ <u>EVP, Chief Legal Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>11/15/2023</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/15/2023		M ⁽¹⁾		13,150	A	\$127.37	26,544 ⁽²⁾	D	
Common Stock	11/15/2023		M ⁽¹⁾		15,899	A	\$138.45	42,443 ⁽²⁾	D	
Common Stock	11/15/2023		M ⁽¹⁾		19,172	A	\$149.53	61,615 ⁽²⁾	D	
Common Stock	11/15/2023		S ⁽¹⁾		405	D	\$195.3484 ⁽³⁾	61,210 ⁽²⁾	D	
Common Stock	11/15/2023		S ⁽¹⁾		753	D	\$196.8751 ⁽⁴⁾	60,457 ⁽²⁾	D	
Common Stock	11/15/2023		S ⁽¹⁾		4,266	D	\$198.2698 ⁽⁵⁾	56,191 ⁽²⁾	D	
Common Stock	11/15/2023		S ⁽¹⁾		23,803	D	\$198.9573 ⁽⁶⁾	32,388 ⁽²⁾	D	
Common Stock	11/15/2023		S ⁽¹⁾		5,365	D	\$199.9066 ⁽⁷⁾	27,023 ⁽²⁾	D	
Common Stock	11/15/2023		S ⁽¹⁾		13,123	D	\$200.9705 ⁽⁸⁾	13,900 ⁽²⁾	D	
Common Stock	11/15/2023		S ⁽¹⁾		506	D	\$201.5561 ⁽⁹⁾	13,394 ⁽²⁾	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option/Right to Buy	\$127.37	11/15/2023		M ⁽¹⁾			13,150	02/22/2022	02/22/2025	Common Stock	13,150	\$0	0	D	
Stock Option/Right to Buy	\$138.45	11/15/2023		M ⁽¹⁾			15,899	02/22/2022	02/22/2025	Common Stock	15,899	\$0	0	D	
Stock Option/Right to Buy	\$149.53	11/15/2023		M ⁽¹⁾			19,172	02/22/2022	02/22/2025	Common Stock	19,172	\$0	0	D	

Explanation of Responses:

- The sales reported in this Form 4 were effected pursuant to a rule 10b5-1 trading plan adopted by the reporting person on 8/16/2023.
- Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company's last dividend payment date.
- The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$195.02 to \$195.48, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$196.44 to \$197.40, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$197.47 to \$198.465, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$198.49 to \$199.48, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.

7. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$199.51 to \$200.50, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.

8. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$200.51 to \$201.44, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.

9. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$201.54 to \$201.56, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.

/s/ Lisa Stockard as Attorney-in-
Fact

11/17/2023

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.