

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of report (Date of earliest event reported): October 29, 2012

EQUIFAX INC.

(Exact name of registrant as specified in Charter)

Georgia

(State or other jurisdiction
of incorporation)

001-06605

(Commission File
Number)

58-0401110

(IRS Employer
Identification No.)

**1550 Peachtree Street, N.W.
Atlanta, Georgia**

(Address of principal executive offices)

30309

(Zip Code)

Registrant's telephone number, including area code: **(404) 885-8000**

Not Applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions:

- Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On October 29, 2012, Equifax Inc. (the "Company") was notified by Kent E. Mast, age 69, the current Corporate Vice President and Chief Legal Counsel of the Company, that he intends to retire from this position effective December 31, 2012, following 13 years of service as general counsel. The Board of Directors has elected John J. Kelley, III to succeed Mr. Mast as Corporate Vice President and Chief Legal Counsel of the Company, effective as of January 1, 2013.

Mr. Kelley, age 52, currently is a senior partner in the Corporate Practice Group of the law firm of King & Spalding, specializing in a broad range of corporate finance transactions and securities matters, advising public clients regarding SEC reporting and disclosure requirements, and other corporate governance and compliance matters.

Item 8.01. Other Events.

On October 29, 2012, the Company announced the pending retirement of Kent E. Mast as Corporate Vice President and Chief Legal Counsel effective December 31, 2012 and the appointment of John J. Kelley, III as Senior Vice President and Chief Legal Counsel effective January 1, 2013. A copy of the Company's press release announcing these matters is included as Exhibit 99.1 to this Current Report on Form 8-K.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

99.1 Press release issued by Equifax Inc. dated October 29, 2012 announcing management changes.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

EQUIFAX INC.

By: /s/ Dean C. Arvidson
Name: Dean C. Arvidson
Title: Senior Vice President and Corporate Secretary

Date: October 29, 2012



1550 Peachtree Street, N.W. Atlanta, Georgia 30309

Tim Klein
404-885-8555
404-771-2029 (wireless)
tim.klein@equifax.com

Equifax Announces Planned Retirement of Chief Legal Officer; Appoints Named Executive as Successor

ATLANTA – October 29, 2012 – Equifax Inc. (NYSE:EFX), today announced the following change to its Senior Leadership Team to facilitate the company's ongoing transformation and growth of its core and emerging businesses:

- Effective December 31, 2012, **Kent E. Mast** (age 69), after a successful 45-year career will retire as Corporate Vice President & Chief Legal Officer. Mast joined Equifax in 2000 and has served for almost 13 years as the company's general counsel. His affiliation with the company in varying internal and external counsel capacities dates back to August, 1968. Since 2000, Mast's leadership responsibilities have included: Legal Services; Global Sourcing; Security and Compliance; Mergers & Acquisition support; Intellectual Property; Government and Legislative Relations; and Corporate Governance and Privacy functions. Mast held two terms as chairman of the Consumer Data Industry Association (CDIA) and served as a director for that organization for 12 years. He is also a member of various sections and committees of the American Bar Association and is past Chairman of the Antitrust Section of the State Bar of Georgia.
- Effective January 1, 2013, assuming Mast's role as Corporate Vice President & Chief Legal Officer is **John J. Kelley, III** (age 52). Kelley is currently Senior Partner at King & Spalding and a member of that firm's Corporate Practice Group. He brings to Equifax deep expertise in the areas of corporate finance transactions and securities matters, SEC reporting and disclosure requirements, corporate governance, and mergers and acquisitions. As well, Kelley has chaired his firm's Corporate Practice Group and served two terms on its Policy Committee. Among other leadership responsibilities, Kelley played a central role in King & Spalding's creation, together with Tapestry Networks, of the Lead Director Network that discusses how to improve corporate performance and earn the trust of shareholders through more effective board leadership.

“This important leadership change is part of a carefully planned transition and we are gratified that Kent will continue to be an active member of our senior leadership team through year-end,” said Chairman and CEO Richard F. Smith. “We thank Kent for his numerous contributions and warmly welcome ‘J.’ as he is known, to the Equifax leadership team.”

About Equifax

Equifax is a global leader in consumer and commercial information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates and has investments in 17 countries and is a member of Standard & Poor’s (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange under the symbol EFX. For more information, please visit www.equifax.com.

###

Note to editors: Trademarks and registered trademarks referenced herein remain the property of their respective owners.