

# FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL  
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### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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).

(Print or Type Responses)

1. Name and Address of Reporting Person <b>STORY DENNIS B</b>		2. Issuer Name and Ticker or Trading Symbol <b>EQUIFAX INC [EFX]</b>		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ <b>VP, Corporate Finance</b>	
(Last) (First) (Middle) <b>C/O EQUIFAX INC., 1550 PEACHTREE STREET, N.W.</b>		3. Date of Earliest Transaction (Month/Day/Year) <b>08/05/2003</b>			
(Street) <b>ATLANTA, GA 30309</b>		4. If Amendment, Date Original Filed (Month/Day/Year)		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)		<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>			

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	08/05/2003		M		6,757	A	\$14.651	11,757	D	
Common Stock	08/05/2003		M		28,545	A	\$17.2083	40,302	D	
Common Stock	08/05/2003		F		2,455	D	\$21.92	37,847	D	
Common Stock	08/05/2003		M		3,250	A	\$19.25	41,097	D	
Common Stock	08/05/2003		M		28,072	A	\$21.11	69,169	D	
Common Stock	08/05/2003		M		7,602	A	\$17.2083	76,771	D	
Common Stock	08/05/2003		S		2,500	D	\$22.0276	74,271	D	

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

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**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 Underlying Securities (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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Stock Option/Right-to-Buy	\$17.2083	08/05/2003		M		28,545		01/29/2001	01/29/2011	Common Stock	28,545	\$17.2083	88,601	D	
Stock Option/Right-to-Buy	\$21.11	08/05/2003		M		28,072		01/29/2003	01/29/2013	Common Stock	28,072	\$21.11	60,529	D	
Stock Option/Right-to-Buy	\$14.651	08/05/2003		M		6,757		08/08/1988 <sup>(1)</sup>	04/27/2010	Common Stock	6,757	\$14.651	53,772	D	
Stock Option/Right-to-Buy	\$17.2083	08/05/2003		M		7,602		08/08/1988 <sup>(2)</sup>	01/29/2011	Common Stock	7,602	\$17.2083	46,170	D	46,170
Stock Option/Right-to-Buy	\$19.25	08/05/2003		M		3,250		08/08/1988 <sup>(3)</sup>	03/04/2013	Common Stock	3,250	\$19.25	42,920	D	42,920

### Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

STORY DENNIS B C/O EQUIFAX INC. 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			VP, Corporate Finance	
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**Signatures**

/s/Dennis B. Story		08/07/2003
<small>Signature of Reporting Person</small>		<small>Date</small>

**Explanation of Responses:**

- \* 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).
- (1) Exercise of an option that vests in increments of 1,690 shares on 4/27/00 and 1,689 shares on 4/27/01, 4/27/02 and 4/27/03.
- (2) Partial exercise of an option that vests in increments of 2,534 shares on 1/29/01, 1/29/02 and 1/29/03 and 2,533 shares on 1/29/04.
- (3) Partial exercise of an optin that vests in increments of 3,250 shares on 3/4/03 and 3/4/04 and 2,030 shares on 3/4/05.

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

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