

FORM 4

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

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response...	0.5

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 Webb David			2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]			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) _____ CIO		
(Last) 1550 PEACHTREE STREET, N.W.	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/22/2012					
(Street) ATLANTA, GA 30309			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)	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	08/22/2012		M		10,000	A	\$ 31.57	45,643	D	
Common Stock	08/22/2012		M		391	A	\$ 31.57	46,034	D	
Common Stock	08/22/2012		S		10,391	D	\$ 46.59 (1)	35,643	D	
Common Stock	08/23/2012		M		16,275	A	\$ 31.57	51,918	D	
Common Stock	08/23/2012		S		16,275	D	\$ 46.75	35,643	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		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option/Right to Buy	\$ 31.57	08/22/2012		M		391	(2)	02/05/2020	Common Stock	391	\$ 0	39,609	D	
Stock Option/Right to Buy	\$ 31.57	08/22/2012		M		10,000	(3)	02/05/2020	Common Stock	10,000	\$ 0	29,609	D	
Stock Option/Right to Buy	\$ 31.57	08/23/2012		M		16,275	(2)	02/05/2020	Common Stock	16,275	\$ 0	13,334	D	

Reporting Owners

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

Webb David 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			CIO	
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Signatures

Kathryn J. Harris as Attorney-in-Fact		08/24/2012
 Signature of Reporting Person		Date

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) The shares were sold at prices ranging from \$46.55 to \$46.75. 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.
- (2) Group 2 totalling 16,666 shares vests as follows: increments of 8,333 shares on 2/5/11 and 2/5/12 and 8,334 shares on 2/5/13.
- (3) Group 1 totalling 10,000 shares vests as follows: three equal annual increments beginning on 2/5/2011.

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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