FORM 4

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

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

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

pe Response	s)																		
1. Name and Address of Reporting Person * Adams J Dann					2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]							5	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner						
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.					3. Date of Earliest Transaction (Month/Day/Year) 07/29/2016								X Officer (give title below) Other (specify below) Pres-Gbl Cons Sols						
(Street) ATLANTA, GA 30309				4. If	4. If Amendment, Date Original Filed(Month/Day/Year)								6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person _ Form filed by More than One Reporting Person					ie)	
	(State)		(Zip)			Т	able I	- Nor	ı-D	erivative	Secur	ities A	cquir	ed, Dispo	osed of, or l	Beneficially	Owned		
1.Title of Security (Instr. 3)		Date (Month/Day/Year)		Execution Dat any			Code					d(A)				Ownership Form: Direct (D)	of In Bend Own	Beneficial Ownership	
							Cod	e	V	Amount	(A) or (D)	Pri	ce			(I) (Instr. 4)			
n Stock		07/29/2	2016				S			4,422	D	\$ 134.0038 (1)		57,804	7,804		D		
Common Stock													387		I	By 401	(k)		
Report on a s	separate line	for each c							Per cor the	rsons wi ntained i form di	no res	s form	are i	not requ tly valid	ired to res	spond unle	SS	1474	(9-02)
														Owned					
Derivative Conversion I		//Year) E	r) any		Transaction Code Year) (Instr. 8)		Number a		an	and Expiration Date Month/Day/Year) Ar Ur Se		Amou Under Secur (Instr.	unt of rlying rities		Derivative Securities Beneficially Owned Following Reported	Owners Form o Derivat Securit Direct (or India (s) (I)	ship of Edive (Control of Control	Beneficial Ownershi (Instr. 4)	
					Code	V	(A)	(D)			Expir Date			Amount or Number of Shares					
	nd Address of Dann t) ACHTREE TA, GA 30 y) Security 1 Stock Report on a s Conversion or Exercise Price of Derivative	Dann t) (First) ACHTREE STREET (Street) TA, GA 30309 (Y) (State) Security 1 Stock 1 Stock Report on a separate line Conversion or Exercise Price of Derivative 3. Transacti (Month/Day	Dann (First) (NACHTREE STREET, N.W. (Street) TA, GA 30309 (State) Security 2. Transaction Date (Month/state) Price of Derivative (Month/Day/Year) ACHTREE STREET, N.W. (Street) 2. Transaction Date (Month/state) Exercise Price of Derivative	Dann (First) (Middle) ACHTREE STREET, N.W. (Street) TA, GA 30309 (State) (Zip) Security 2. Transaction Date (Month/Day/Year) Table II - Conversion or Exercise Price of Derivative 3. Transaction Date (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (Month/Day/Year) (Month/Day/Year) A Deemed Execution Date (Month/Day/Year) (Month/Day/Year)	Dann (First) (Middle) (Street) ACHTREE STREET, N.W. (Street) TA, GA 30309 (State) (Zip) Security 2. Transaction Date (Month/Day/Year) A Stock Report on a separate line for each class of securities land to execute the control of Execution of Exercise Price of Derivative Table II - Deriv (e.g., 1) A Deemed Execution Date, if any (Month/Day/Year)	and Address of Reporting Person* Dann 2. Issuer Na EQUIFAX 3. Date of Ea O7/29/2016 (Street) 4. If Amending TA, GA 30309 (State) 2. Transaction Date (Month/Day/Year) Security 2. Transaction Date (Month/Day/Year) 1. Stock 07/29/2016 2. Transaction Date (Month/Day/Year) 2. Trable II - Derivative Security 2. Transaction Date (a.g., puts, call Execution Date, if Transaction Date (Month/Day/Year) 2. Trable II - Derivative Security 3. Date of Ea O7/29/2016 4. If Amending Table II - Derivative Securities beneficial Execution Date (a.g., puts, call Execution Date, if Transaction Date (Month/Day/Year) Price of Derivative Security A. Deemed Execution Date, if Transaction Code (Instr. 8) Execution Date (a.g., puts, call Execution Date, if Transaction Code (Instr. 8)	and Address of Reporting Person 2 Dann (First) (Middle) (Street) (Street) (Street) (Street) (Street) (Street) (Street) (Street) (A. If Amendment TA, GA 30309 (State) (Zip) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) Table II - Derivative Securit (e.g., puts, calls, was calls, was called any (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) Table II - Derivative Securit (e.g., puts, calls, was calls, was called any (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year)	Dann 2. Issuer Name and Ti EQUIFAX INC [EII of the properties of the part of	Address of Reporting Person* Dann (First) (Middle) (Street) (Street) (Street) (Strate) (And Address of Reporting Person* (Street) (Street) (And Address of Reporting Person* (And Address of Reporting Person* (Street) (Street) (Street) (And Address of Reporting Person* (Street) (Street) (And Address of Reporting Person* (Street) (Street) (And Address of Report on 2 (Middle) (Street) (Street) (And Address of Report Interest (Middle) (And Address of Report Interest (Middle)	Address of Reporting Person 2 Dann Code Carp	Dann Code V Amount	Care Care	Dann Code Various Code Code	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/Year) 5. Courity 2. Transaction 1. Date 2. Transaction 1. Month/Day/Year) 2. Transaction 1. Month/Day/Year) 2. Transaction 3. Transaction 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 3. Transaction 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 5. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3) 6. Transaction 7. Transaction 8. Transaction 9. Transaction 1. Transaction 1. Transaction 2. Transaction 2. Transaction 3. Transaction 4. Securities Acquired (A) or Disposed of (D) (Instr. 3) 6. Transaction 8. Transaction 9. Transaction 1. Transaction 1. Transaction 1. Transaction 1. Transaction 2. Transaction 3. Transaction 4. Securities Acquired (A) or Disposed of (D) (Instr. 3) 6. Transaction 7. Transaction 8. Transaction 9. Transaction 1. Transaction 1. Transaction 1. Transaction 2. Transaction 3. Transaction 4. Transaction 5. Transaction 6. Transaction 6. Transaction 7. Transaction 8. Transaction 9. Transaction 1. Transaction 1. Transaction 1. Transaction 1. Transaction 1. Transaction 2. Transaction 3. Transaction 4. Transaction 5. Transaction 6. Transaction 7. Transaction 8. Transaction 9. Transaction 1. Transaction 1. Transaction 1. Transaction 1. Transaction 1. Transaction 2. Transaction 3. Transaction 4. Transaction 5. Transaction 6. Transaction	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] S. Relation	Address of Reporting Person* Dann Conversion Date D	Address of Reporting Person Bann Code C	Address of Reporting Person.* 2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/Year) ACHTREE STREET, N.W. (Street) 4. If Amendment, Date Original Filedotomic/Day/Year) (State) (State) (State) (State) (State) (State) (State) (Zip) Table I - Non-Derivative Securities Acquired, Instrument (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 1. Stock 07/29/2016 S 4. If Amendment, Date Original Filedotomic/Day/Year) (Month/Day/Year) (Month/Day	Address of Reporting Person.* 2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 3. Date of Education (Month/Day/Year) ACHTREE STREET, N.W. Source) 4. If Amendment, Date Original Filed/Month/Day/Year) (State) 7. Table 1 - Non-Derivative Securities Acquired, Day (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 1. Stock 7. Transaction Date Code (Instr. 3) 1. Securities Acquired (A) Code V Amount (ID) Price 8. Report on a separate line for each class of securities beneficially owned directly or indirectly. Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Transaction Date Code (Month/Day/Year) 1. Stock 3. Transaction Code (Month/Day/Year) Code Code Code Code Code Code Code Code

Reporting Owners

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Adams J Dann 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Pres-Gbl Cons Sols					

Signatures

/s/Lisa Stockard as Attorney-in-Fact	08/02/2016
**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 price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$134.00 to \$134.02, 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.

Remarks:

Exhibit 24 - Power of Attorney

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

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

LIMITED POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of JOHN J. KELLEY III, SHAWN BALDWIN and LISA STOCKARD, acting singly, as the Undersigned's true and lawful attorney-in-fact to:

- 1. Prepare, execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of Equifax Inc. (the "Company"), and submit to the United States Securities and Exchange Commission ("SEC"), Forms 3, 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder, and any other forms or reports the undersigned may be required to file in connection with the undersigned's ownership, acquisition or disposition of securities of the Company; and
- 2. Do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4 or 5 or any other form or report, including any amendment or amendments thereto, and timely file such form with the SEC and any stock exchange or similar authority.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform such acts and things requisite, necessary or proper to be done in the exercise of any of the limited rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 25th day of May, 2016.

/s/J. Dann Adams Signature

J. Dann Adams Print Name