FORM 4

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

OMB APPR	OVAL
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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

1. Name and Address of Reporting Person * DRIVER WALTER W JR			2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]				5	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) _X_ Director 10% Owner						
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.			3. Date of Earliest Transaction (Month/Day/Year) 05/04/2017				-	Office	r (give title belo	ow)(Other (specify b	elow)		
(Street) ATLANTA, GA 30309			4. If Amendment, Date Original Filed(Month/Day/Year)						6. Individual or Joint/Group FilingCheck Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City))	(State)	(Zip)	Table I - Non-Derivative Securities Acq				cquir	uired, 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)	Code (Instr. 8)	(A)	4. Securities Acquire (A) or Disposed of (I (Instr. 3, 4 and 5)		(D) Beneficia Reported		ally Owned Following Transaction(s)			7. Nature of Indirect Beneficial Ownership
				(World) Day Tear	Code	V Am		A) or (D) P	rice	(msu. 3 a	sstr. 3 and 4) Direct (D or Indirect (I) (Instr. 4)		or Indirect (I)	
Common	Stock (1)		05/04/2017		A	1,2	43 A	. \$	3 0 2	28,942			D	
Reminder:	Report on a s	separate line for	each class of secur	ities beneficially ov		Persons containe	who re	is form	n are i	not requ		spond unle	ss	1474 (9-02)
Reminder:	Report on a s	separate line for	Table II - I	Derivative Securities, you	ies Acquir	Persons containe the form ed, Dispos	who re d in thi display	is form ys a cu r Benefi	n are i urrent ficially	not requ tly valid	ired to res		ss	1474 (9-02)
1. Title of	2.	3. Transaction Date (Month/Day/Y	Table II - I (a 3A. Deemed Execution Dat (any)	Derivative Securities, puts, calls, was te, if Transaction Code (Instr. 8)	ies Acquire arrants, op	Persons containe the form ed, Dispos	who re d in thi display ed of, or vertible kercisab ation Da	s form ys a cu r Benefi securit ile ate	n are incurrent ficially ties) 7. Titl Amou Under Securi	not requitly valid y Owned tle and unt of erlying	OMB conf	spond unle	of 10. Ownersh Form of Derivatii Security Direct (I or Indire	11. Nation of Indir Benefic Owners (Instr. 4

	Relationships				
Reporting Owner Name / Address	Director	10% Owner	Officer	Other	
DRIVER WALTER W JR 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309	X				

Signatures

/s/Lisa Stockard as Attorney-in-Fact	05/08/2017
**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) Award of restricted stock units. The stock vests 100% on 5/4/2018.

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.