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)															
Name and Address of Reporting Person* Hartman John T.				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				
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.				3. Date of Earliest Transaction (Month/Day/Year) 02/19/2018							X_ Offic	X Officer (give title below) Other (specify below) Pres-Intl				
(Street) ATLANTA, GA 30309				4. If Amendment, Date Original Filed(Month/Day/Year)							_X_ Form fil	6. Individual or Joint/Group Filing(Check Applicable Line) Form filed by One Reporting Person Form filed by More than One Reporting Person				
	(State)	(Zip)			Ta	ble I -	Non	-De	rivative S	Securition	es Ac	cquired, Disp	osed of, or I	Beneficially	Owned	
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)			if	f Code (Instr. 8)					of (D	D) Beneficially Owned Fol Reported Transaction(s)		ollowing Ow (s) For	Ownership Form:	7. Nature of Indirect Beneficial
					ar)	Cod	e	V	Amount	(A) or (D)	Pric	Ì	anu 4)		or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
Stock		02/19/2018				A			3,641	A	\$ 0	17,625	25 (1)		D	
Stock		02/19/2018				F			1,915	D	\$ 117	15,710	(1)		D	
		Table II -					1 juire	con the d, D	tained in form dis Disposed	n this fo splays a of, or Be	orm a cu	are not requerently valid	uired to res OMB cont	spond unle	SS	1474 (9-02)
	Date (Month/Day/Y	n 3A. Deemed Execution Deany	ate, if	4. Transaction Code		5.		6. I and	6. Date Exercisable and Expiration Date		7 A U S	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		Derivative Securities Beneficially Owned Following Reported	Owners Form o Derivat Security Direct (or Indir	Benefici Ownersh (Instr. 4)
			Co							Expirati Date	ion 7	or				
	nd Address of John T. ACHTREF TA, GA 30 Security Security 2. Conversion or Exercise Price of Derivative	Address of Reporting Personal Address of Report On a Separate line for Exercise Price of Derivative Security	ACHTREE STREET, N.W. (Street) TA, GA 30309 (State) (State) 2. Transaction Date (Month/Day/Year) A Stock 1. Stock 1. Stock 1. Stock 2. Transaction Date (Month/Day/Year) Table II - 2. Conversion or Exercise Price of Derivative 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. A. Deemed Execution D any (Month/Day (Month/Day (Month/Day (Month/Day)	Address of Reporting Person* John T. (First) (Middle) 3. D (O2/ ACHTREE STREET, N.W. (Street) 4. If TA, GA 30309 (State) (Zip) Security 2. Transaction Date (Month/Day/Year) A Stock 02/19/2018 Report on a separate line for each class of securities to the content of th	2. Issuer Name Department of Address of Reporting Person* John T. 2. Issuer Name Deputification (Middle) 3. Date of Early 02/19/2018 4. If Amendment Amendment (Month/Day/Year) Security 2. Transaction Date (Month/Day/Year) A Stock 02/19/2018 2. Transaction Date (Month/Day/Year) A Stock 02/19/2018 Table II - Derivative Securities beneficially (Month/Day/Year) 2. Transaction Date (Aggregation Date (Aggregation Date (Month/Day/Year)) Table II - Derivative Securities beneficially (Month/Day/Year) 2. Conversion Date (Month/Day/Year) Price of Derivative Derivative Securities (Month/Day/Year) [A Stock (Aggregation Date (Aggregation Date (Month/Day/Year) (Month/Day/Year)] [A Stock (Aggregation Date (Aggregation Date (Month/Day/Year) (Month/Day/Year)]	Achtrage of Reporting Person 2. Issuer Name a EQUIFAX INCOMENTAL (Pirst) (Middle) 3. Date of Earliest 02/19/2018 (Street) 4. If Amendment, TA, GA 30309 (State) (Zip) Ta Security 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Execution Date, if any (Month/Day/Year) 3. Determed Execution Date, if any (Month/Day/Year) 3. Table II - Derivative Securities beneficially over the composition of Exercise Price of Derivative Security (Month/Day/Year) 3. Transaction Code (Instr. 8)	and Address of Reporting Person 2. Issuer Name and Tic EQUIFAX INC [EF EQUIFAX	Achtree Street, N.W. (Street) 2. Issuer Name and Ticker of EQUIFAX INC [EFX] 3. Date of Earliest Transaction 02/19/2018 4. If Amendment, Date Origin (Month/Day/Year) (Street) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Instr. 8) Code 1. Stock 2. Transaction Date (Street) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Instr. 8) Code 1. Stock 3. Transaction Date (Instr. 8) Code 1. Stock 3. Transaction Date (Instr. 8) Code Conversion of Exercise (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrants, opton (Code of Date of Date of Date of Date of Date of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3)	Address of Reporting Person* John T. Digital (First) (Middle) (Street) ACHTREE STREET, N.W. (Street) 4. If Amendment, Date Original Formula (Month/Day/Year) ACHTREE STREET, N.W. (Street) 4. If Amendment, Date Original Formula (Month/Day/Year) A Life Amendment, Date Original Formula (Month/Day/Year) B Life A Life Amendment, Date Original Formula (Month/Day/Year) A Life A Life Amendment, Date Original Formula (Month/Day/Year) A Life A Life Amendment, Date Original Formula (Month/Day/Year) A Life A Life A Life Amendment (Mon	2. Issuer Name and Ticker or Trading Sy EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day 02/19/2018 4. If Amendment, Date Original Filed(Month Day O2/19/2018 5. Table I - Non-Derivative Security 5. Table II - Derivative Securities Acquired, Date Conversion Date Original Filed(Month Day/Year) 6. Table II - Derivative Securities Acquired (Month/Day/Year) 7. Table II - Derivative Securities Acquired (Month/Day/Year) 7. Table II - Derivative Securities Acquired (Month/Day/Year) 7. Table II - Derivative Securities Acquired (Month/Day/Year) 8. Table II - Derivative Securities Acquired (Month/Day/Year) 8. Table II - Derivative Securities Acquired (Month/Day/Year) 9. Table II - Derivative Securities Acquired (Month/Day/Year) 1. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) 1. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) 1. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) 1. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) 1. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) 1. 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Stock 02/19/2018 8. F 1,915 D 8. Report on a separate line for each class of securities beneficially owned directly or indirectly. 9. Persons who respondation or Exercise Of Code (Month/Day/Year) (Month/Day/Year) 1. Stock 02/19/2018 1. Stock 02/19/2018 3. Transaction Code (Instr. 8) 4. Stock 02/19/2018 6. Date Exercisable Code (Instr. 8) 8. Deemed (A) or Disposed of, or B (A.B.) (A.	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/Year) 17. A, GA 30309 18. Care Code V Amount 19. Care Cod	Adddress of Reporting Person - John T. Comparison Conversion Co	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 5. Relationship of Rep (Che Director (Che Director (Che Director (Che Director)) 7.	Address of Reporting Person EQUIFAX INC [EFX] S. Relationship of Reporting Person G. Reporting Person EQUIFAX INC [EFX] S. Action G. Reporting Person G. Reporting Person G. Reporting Person G. Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting Person G. Individual or Joint/Group Filing X. Form filed by One Reporting P	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. 3. Date of Earliest Transaction (Month/Day/Year) O2/19/2018 4. If Amendment, Date Original Filed(Month/Day/Year) (State) (Zip) Table 1 - Non-Derivative Securities Acquired (A) or Disposed of (D) Price (Instr. 3) and 4) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (A) Code V Amount (D) Price (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (A) Code V Amount (D) Price (Month/Day/Year) (Month/Day/Yea

Reporting Owners

		Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Hartman John T. 1550 PEACHTREE STREET, N. ATLANTA, GA 30309	W.		Pres-Intl				

Signatures

/s/Lisa Stockard as Attorney-in-Fact	02/21/2018		
**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) Includes accrued dividend equivalent units for dividends reinvested in the corresponding restricted stock units through the Company's last dividend payment

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.