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

OMB APPROVAL					
OMB Number:	3235-028				

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

Estimated average burden hours per response... 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

esponses)																
1. Name and Address of Reporting Person * KELLEY JOHN J III				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) 03/05/2018						X	X Officer (give title below) Other (specify below) CVP, CLO & CS				w)	
(Street) ATLANTA, GA 30309				4. If Amendment, Date Original Filed(Month/Day/Year)							_X_	6. Individual or Joint/Group Filing(Check Applicable Line) X_ Form filed by One Reporting Person Form filed by More than One Reporting Person				
	State)	(Zip)				Tab	le I -	Non-Deriv	ative	Securities	Acquired	, Disposed o	of, or Benef	icially Owne	d	
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year	ar) any		if Code (Instr. 8)		(A	(A) or Disposed of (Instr. 3, 4 and 5) (A) or		Owned Followi Transaction(s) (Instr. 3 and 4)				Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
ck (1)		03/05/2018					A			` /		033 (2)			,	
2. Conversion or Exercise Price of Derivative Security		Transaction 3A. Deemed Execution Date Month/Day/Year)		(e.g., puts, calls, value, if Transaction Code I (Instr. 8)		rities Acquire warrants, op 5. Number of		red, Disposed of, or Beneficiptions, convertible securities 6. Date Exercisable and Expiration Date (Month/Day/Year)		cially Owned		Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported	Owners Form o Derivat Security Direct (or Indir (s) (I)	Ownersh (Instr. 4)	
						and 5)						Amount				
				Code	v	(A)	(D)	Date Exercisable		iration e	Title	or Number of Shares				
	GA 30309 (ity 2. Conversion or Exercise Price of Derivative	PHN J III (First) HTREE STREET, N.W. (Street) GA 30309 (State) ity ock (1) ort on a separate line for each clarate of Conversion or Exercise Price of Derivative A 3. Transaction Date (Month/Day/Year)	HN J III (First) (Middle) HTREE STREET, N.W. (Street) GA 30309 (State) (Zip) ity 2. Transaction Date (Month/Day/Year) ock (1) 03/05/2018 Table II 2. Table II 2. Conversion or Exercise Price of Derivative (Month/Day/Year) (Month/Day/Year) 3A. Deemed Execution Date any (Month/Day/Y) (Month/Day/Year)	HN J III EQUI (First) (Middle) 3. Date (03/05) (Street) 4. If Ar (03/05) (State) (Zip) (ity 2. Transaction Date (Month/Day/Year) (Month/Day/Year) ock (1) 03/05/2018 Table II - Deriv (e.g., 1) Conversion or Exercise Price of Derivative (Month/Day/Year) (Month/Day/Year) 1. 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Date of Earliest Transaction (Month/Day/Year) 9.	HN J III (First) (Middle) (Street) (Street) (State) (Zip) (Zip) (Zip) (Zip) (A) Date (Month/Day/Year) (Month/Day/Year)	HN J III EQUIFAX INC [EFX]	HN J III EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/Year) (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) (State) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Instr. 8) 2. Transaction (Instr. 8) (Instr. 3, 4 and 5) (Instr. 8) Persons who respond to the coin this form are not required to a currently valid OMB control in Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned in this form are not required to a currently valid OMB control in Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned in Expiration Date (Month/Day/Year) (Month/Day/Year) 3. Transaction Conversion Of Or Exercise (Month/Day/Year) 3. Transaction Code (R.s., puts, calls, warrants, options, convertible securities) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Instr. 3) 4. Securities Acquired (A) or Disposed of, or Beneficially Owned in Expiration Date (Romth/Day/Year) (Month/Day/Year) (Instr. 3) (Instr. 3)	HN J III EQUIFAX INC [EFX] (First) (TREE STREET, N.W. (Middle) (Street) (Street) (State) (State) (State) (Zip) (State) (Zip) (State) (Zip) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (A) or Disposed of (D) (Instr. 3, 4 and 5) (Instr. 3 and 4) (Instr. 3, 4 and 5) (Instr. 3 and 4) (A) or Disposed of (D) (Instr. 3 and 4) (Instr. 3 and 4) (A) or Disposed of (D) (Instr. 3 and 4) (Instr. 3 and 4) (Instr. 3 and 4) (A) or Disposed of (D) (Instr. 3 and 4) (Instr. 3 and 4)	Check Content Conten	EQUIFAX INC [EFX] Check all applicable Director CVP, CLO & CS CVP, C	EQUIFAX INC [EFX] Director 10% Owner 10% Owner

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
KELLEY JOHN J III							
1550 PEACHTREE STREET, N.W.			CVP, CLO & CS				
ATLANTA, GA 30309							

Signatures

/s/Lisa Stockard as Attorney-in-Fact	03/07/2018
**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) Annual equity grant pursuant to the Company's long-term incentive plan. The award of restricted stock units vests 100% on 3/5/2021.
- (2) Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company's last dividend payment

(3) Annual equity grant pursuant to the Company's long-term incentive plan. The option vests in three equal annual increments beginning 3/5/2019.

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.