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

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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

Name and Address of Reporting Person *  FEIDLER MARK L			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					
1550 PEACHTRE	(First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) 05/03/2018			-	Office	r (give title belo	ow)(	Other (specify be	elow)				
ATLANTA, GA 3	(Street) 4. I: TLANTA, GA 30309			4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting PersonForm filed by More than One Reporting Person				
(City)	(State)	(Zip)	Tal	ble I - No	n-Derivati	ve Secu	urities A	Acquir	red, Dispe	osed of, or I	Beneficially (	Owned	
(Instr. 3)		Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	(A)	4. Securities Acquir (A) or Disposed of (Instr. 3, 4 and 5)		f (D) Beneficia Reported		ally Owned Following Transaction(s)		Ownership Form:	7. Nature of Indirect Beneficial Ownership
			(Month/Day/Tear)	Code	V Am		(A) or (D)	Price	(msu. 3 a	,			(Instr. 4)
Common Stock (1)	(	05/03/2018		A	1,5	12 A	A 5	\$ 0	16,885	<u>(2)</u>		D	
					•	ectly. <b>who r</b>	espon	d to t	he collec	ction of inf	ormation	SEC	1474 (9-02)
			Derivative Securitie	es Acquir	Persons containe the form ed, Dispos	who rod in the display	nis form ays a c or Bene	n are urren ficiall	not requ tly valid		ormation spond unlead trol number	ss	1474 (9-02)
1. Title of Derivative Security (Instr. 3)  1. Title of Derivative Security or Exercise Price of Derivative Security		3A. Deemed Execution Date any	e.g., puts, calls, wa 4. te, if Transaction Code (Instr. 8)	es Acquir rrants, op	Persons contained the form ed, Dispositions, con 6. Date E and Expi (Month/I	who red in the displaced of, overtible exercisal ration E	nis formays a coor Benees securion ble Date	ficiallities) 7. Tit Amo Unde Secur	not requitly valid  y Owned  tle and unt of erlying	OMB conf	spond unle	of 10. Ownersh Form of Derivatin Security Direct (I or Indire	11. Natural of Indirection of Indire

	Relationships				
Reporting Owner Name / Address	Director	10% Owner	Officer	Other	
FEIDLER MARK L 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309	X				

# **Signatures**

/s/Lisa Stockard as Attorney-in-Fact	05/07/2018
**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 director equity grant pursuant to the Company's long-term incentive plan. The award of restricted stock units vests 100% on 5/3/2019.
- (2) Includes accrued dividend equivalent units for dividends reinvested in 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.