### 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

	Reporting Pe	erson*	2. I	ssuer Nam		1 77.	1	_						11 00			
1. Name and Address of Reporting Person* Ploder Rodolfo O				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) 02/18/2019								X Officer (give title below) Other (specify below) Pres-Workforce Solutions					
(Street)				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					
., GA 30		(Zin)						_									
	(State)	` *															
(Instr. 3)		Date	Execu any	Execution Date, if any		Code (Instr. 8)		ion	on 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			<b>D</b> )	Beneficially Owned Following Reported Transaction(s)			Ownership of Form:	7. Nature of Indirect Beneficial Ownership
			(WIOIII	п/Дау/ 1 са	ai)	Code	e	V	Amount	(A) or (D)	Prio		(mstr. 3 and 4)		or Indirect	(Instr. 4)	
tock		02/18/2019				A			1,490	A	\$0		54,910	910 (1)		D	
tock		02/18/2019				F			1,880	D	\$ 109.	.32	53,030	,030 (1)		D	
Common Stock												418			I	By 401(k)	
oort on a s	eparate line fo	or each class of secu	rities b	eneficially	own	ned di	irectl	y or	indirectl	у.							
	•			·			•	con	tained i	n this f	orm	are i	not requ	ired to res	spond unle	ss	1474 (9-02)
													Owned				
Conversion Date Execu or Exercise (Month/Day/Year) any		on 3A. Deemed Execution Do any	Code		5. Non Do See A	of Derivative Securities Acquired (A) or Disposed		6. Date Exercisable and Expiration Date (Month/Day/Year)  Comparison of the comparis			7. Titl Amou Jnder Secur Instr.	int of rlying ities		Derivative Securities Beneficially Owned Following Reported Transaction(s)	Owners Form o Derivat Securit Direct ( or Indir	Beneficia ive Ownersh y: (Instr. 4) D) ect	
					(In	nstr. 3							Amount		(Instr. 4)	(Instr. 2	,)
				Code	V (	A) (			~	Expirati Date	ion T	Γitle	or				
to	ock ock ort on a so	ock ock ort on a separate line for the following separate line	rity  2. Transaction Date (Month/Day/Year)  ock  02/18/2019  ock  02/18/2019  ock  ort on a separate line for each class of security security any (Month/Day/Year)  Table II -  Exercise (Month/Day/Year)  3. Transaction Date (Month/Day/Year)  (Month/Day/Year)  any (Month/Day/	rity    2. Transaction Date (Month/Day/Year)   2A. D Execution Date (Month/Day/Year)	rity    2. Transaction Date (Month/Day/Year)   2A. Deemed Execution Date, any (Month/Day/Year)	rity    2. Transaction Date (Month/Day/Year)   2A. Deemed Execution Date, if any (Month/Day/Year)   (Month/Day/Year)   2A. Deemed Execution Date, if any (Month/Day/Year)   (Month/Day/Year)   (Month/Day/Year)   (Month/Day/Year)   (Month/Day/Year)   (E.g., puts, calls, war (Month/Day/Year)   (Month/	(State) (Zip) Table I-  rity 2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if (Month/Day/Year) Code (Instr. Month/Day/Year) A  Ock 02/18/2019 A  Ock 02/18/2019 F  Ock Table II - Derivative Securities Acquerity (Month/Day/Year) A  Table II - Derivative Securities Acquerity (Month/Day/Year) A  Table II - Derivative Securities Acquerity (Month/Day/Year) A  Exercise Coof rivative Exercise Coof rivative Security (Month/Day/Year) (Month/Day/Year) Acquir (A) or Disposo of (D) (Instr. 4, and Code (Instr. 4))	rity   2. Transaction Date (Month/Day/Year)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Month/Day/Year)   2A. Deemed Execution Date, if (e.g., puts, calls, warrants, option of (Month/Day/Year)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Month/Day/Year)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Month/Day/Year)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Month/Day/Year)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Month/Day/Year)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Month/Day/Year)   2A. Deemed Execution Date, if (Instr. 8)   2A. Deemed Execution Date, if (Instr. 8	(State) (Zip) Table I - Non-De Execution Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) Code V Ock Ock O2/18/2019 A    Table II - Derivative Securities Acquired, Date (Month/Day/Year) Securities Deneficially owned directly or the Exercise (Month/Day/Year) 3A. Deemed Execution Date (Month/Day/Year) (Mon	rity   2. Transaction Date (Month/Day/Year)   3. Transaction Date (Month/Day/Year)   4. Securities (Month/Day/Year)   4. Securities (Month/Day/Year)   4. Securities (Month/Day/Year)   5. Transaction Date (Month/Day/Year)   3. Transaction Date (Month/Day/Year)   3. Transaction Date (Month/Day/Year)   3. Transaction Date (Month/Day/Year)   5. Securities (Month/Day/Year)   6. Date Exercise (Month/Day/Year)   7. Date (Month	(State) (Zip) Table I - Non-Derivative Securities Acquired (Month/Day/Year) (Month/Day/Year) (Instr. 8) (Instr	rity   2. Transaction Date (Month/Day/Year)   2A. Deemed Execution Date, if (Month/Day/Year)   3. Transaction Ock   02/18/2019   A   1,490   A   \$0    ock   02/18/2019   F   1,880   D   \$109    Ock	rity 2. Transaction Date (Month/Day/Year) 2.A. Deemed Execution Date, if any (Month/Day/Year) 2.A. Deemed Execution Date (e.g., puts, calls, warrants, options, convertible securities) 2.A. Deemed Execution Date (instr. 8) 2.A. Deemed Execution Date (instr. 8) 2.A. Deemed Execution Date (instr. 8) 3.A. Deemed Execution Date (instr. 8) 4. So decurities Acquired (A) or Disposed of (Instr. 8) 4. Date Expiration Date (Instr. 3, 4, and 5) 4. Date Expiration Date Exercisable and Expiration Date (Instr. 3, 4, and 5) 4. Date Expiration Date Exercisable Date Expiration Date Exercisable Date Expiration Date Exercisable Date Expiration Date Date Exercisable Date Expiration Date Date Exercisable Date Expiration Date Exercisable Date Exercisable Date Expiration Date Exercisable Date Date Date Date Date Date Date Dat	(State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of (D) (Instr. 3) (	Cade   Cade	Code   Vamount   Valid   Code   Vamount   Vamount   Code   Vamount   Cod	(State) (Zip) Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Form filled by More than One Reporting Person Form filled by More than One Reported Form filled by More tha

## choi and Owners

Ī		Relationships						
	Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
	Ploder Rodolfo O 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Pres-Workforce Solutions				

# **Signatures**

/s/Lisa Stockard as Attorney-in-Fact	02/20/2019		
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 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.