

# FORM 4

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

OMB APPROVAL	
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## 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

(Print or Type Responses)

1. Name and Address of Reporting Person * <b>Begor Mark W</b>	2. Issuer Name and Ticker or Trading Symbol <b>EQUIFAX INC [EFX]</b>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>CEO</b>
(Last) (First) (Middle) <b>1550 PEACHTREE STREET, N.W.</b>	3. Date of Earliest Transaction (Month/Day/Year) <b>04/27/2022</b>	
(Street) <b>ATLANTA, GA 30309</b>	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
(City) (State) (Zip)	<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>	

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	04/27/2022		S(1)		429	D	\$ 200.7756 (2)	58,263 (3)	D	
Common Stock	04/27/2022		S(1)		490	D	\$ 207.7056 (4)	57,773 (3)	D	
Common Stock	04/27/2022		S(1)		741	D	\$ 208.7335 (5)	57,032 (3)	D	
Common Stock	04/27/2022		S(1)		992	D	\$ 206.8672 (6)	56,040 (3)	D	
Common Stock	04/27/2022		S(1)		995	D	\$ 209.7322 (7)	55,045 (3)	D	
Common Stock	04/27/2022		S(1)		1,150	D	\$ 201.6815 (8)	53,895 (3)	D	
Common Stock	04/27/2022		S(1)		1,962	D	\$ 205.7609 (9)	51,933 (3)	D	
Common Stock	04/27/2022		S(1)		2,147	D	\$ 202.9038 (10)	49,786 (3)	D	
Common Stock	04/27/2022		S(1)		2,225	D	\$ 204.6957 (11)	47,561 (3)	D	
Common Stock	04/27/2022		S(1)		3,869	D	\$ 203.6333 (12)	43,692 (3)	D	
Common Stock								45,932	I	2-Year 2021 GRAT
Common Stock								40,000	I	2-Year 2022 GRAT
Common Stock								45,933	I	4-Year 2021 GRAT

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)				6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Begor Mark W 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309	X		CEO	

## Signatures

/s/Lisa Stockard as Attorney-in-Fact		04/28/2022
		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) The sales reported in this Form 4 were effected pursuant to a rule 10b5-1 trading plan adopted by the reporting person on 2/16/2022.
- (2) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$200.28 to \$201.12, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (3) Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company's last dividend payment date.
- (4) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$207.38 to \$208.24, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (5) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$208.41 to \$209.11, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (6) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$206.37 to \$207.35, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (7) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$209.45 to \$210.29, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (8) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$201.28 to \$202.275, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (9) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$205.315 to \$206.29, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (10) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$202.2975 to \$203.20, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (11) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$204.31 to \$205.29, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (12) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$203.30 to \$204.17, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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