SEC Form 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person

KELLEY JOHN J III

1550 PEACHTREE STREET, N.W.

ATLANTA GA 30309

2. Issuer Name and Ticker or Trading Symbol

EQUIFAX INC [ EFX ]

3. Date of Earliest Transaction (Month/Day/Year)

11/20/2023

5. Relationship of Reporting Person(s) to Issuer

X 10% Owner

EVP, Chief Legal Officer

4. If Amendment, Date of Original Filed (Month/Day/Year)

11/21/2023

6. Individual or Joint/Group Filing (Check Applicable Line)

X Form filed by One Reporting Person

Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>1. Title of Security (Instr. 3)</th>
<th>2. Transaction Date (Month/Day/Year)</th>
<th>2A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>3. Transaction Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed Of (D) (Instr. 3 and 4)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>11/20/2023</td>
<td>8(1)</td>
<td>D</td>
<td>$205,311(2)</td>
<td>13,169(3)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/20/2023</td>
<td>8(1)</td>
<td>D</td>
<td>$209,883(4)</td>
<td>12,811(5)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/20/2023</td>
<td>8(1)</td>
<td>D</td>
<td>$206,967(7)</td>
<td>12,716(8)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/20/2023</td>
<td>8(1)</td>
<td>D</td>
<td>$208,157(9)</td>
<td>11,521(10)</td>
<td>D</td>
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<tr>
<td>Common Stock</td>
<td>11/20/2023</td>
<td>8(1)</td>
<td>D</td>
<td>$209,217(11)</td>
<td>9,394(12)</td>
<td>D</td>
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</tr>
</tbody>
</table>

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

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

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a trade 10b5-1 plan adopted by the reporting person on 8/16/2023.
2. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $204.94 to $205.65, 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 $209.755 to $210.01, 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 $206.56 to $207.345, 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 $207.675 to $208.62, 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 $208.675 to $209.635, 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.

/s/Lisa Stockard as Attorney-in-Fact

11/21/2023

** Signature of Reporting Person

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

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.