

☐ 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

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

☒ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person *			2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
<u>Begor Mark W</u>			<u>EQUIFAX INC [ EFX ]</u>		<input checked="" type="checkbox"/> Director 10% Owner	
(Last) (First) (Middle)			3. Date of Earliest Transaction (Month/Day/Year)		<input checked="" type="checkbox"/> Officer (give title below) Other (specify below)	
<u>1550 PEACHTREE STREET, N.W.</u>			<u>07/28/2025</u>		<u>CEO</u>	
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)		6. Individual or Joint/Group Filing (Check Applicable Line)	
<u>ATLANTA GA 30309</u>					<input checked="" type="checkbox"/> Form filed by One Reporting Person	
(City) (State) (Zip)					Form filed by More than One Reporting Person	

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

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	07/28/2025		M		27,960	A	\$191.44	191,136	D	
Common Stock	07/28/2025		S <sup>(1)</sup>		364	D	\$244.9479 <sup>(2)</sup>	190,772 <sup>(3)</sup>	D	
Common Stock	07/28/2025		S <sup>(1)</sup>		831	D	\$243.9032 <sup>(4)</sup>	189,941 <sup>(3)</sup>	D	
Common Stock	07/28/2025		S <sup>(1)</sup>		9,497	D	\$242.7014 <sup>(5)</sup>	180,444 <sup>(3)</sup>	D	
Common Stock	07/28/2025		S <sup>(1)</sup>		17,731	D	\$241.8713 <sup>(6)</sup>	162,713 <sup>(3)</sup>	D	
Common Stock	07/28/2025		S <sup>(1)</sup>		19,841	D	\$240.9462 <sup>(7)</sup>	142,872 <sup>(3)</sup>	D	
Common Stock								10,500	I	2-yr 2025 GRAT
Common Stock								9,525	I	2-yr Feb 2024 GRAT
Common Stock								11,380	I	2-yr Jul 2024 GRAT
Common Stock								43,431	I	2-yr Jun 2025 GRAT
Common Stock								12,333	I	2-yr May 2025 GRAT
Common Stock								16,287	I	3-yr Jul 2024 GRAT

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)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option/Right to Buy	\$191.44	07/28/2025		M			27,960	(8)	02/21/2026	Common Stock	27,960	\$0.0000	27,959	D	

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on 11/14/2024.

2. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$244.72 to \$245.33, 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 and 199 shares of common stock purchased pursuant to the Equifax Inc. 2020 Employee Stock Purchase Plan.
4. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$243.47 to \$244.44, 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 \$242.41 to \$243.17, 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.
6. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$241.41 to \$242.40, 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 \$240.40 to \$241.39, 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 option vested in three equal annual increments beginning 2/21/2021.

/s/Lisa Stockard as Attorney-in-Fact      07/30/2025

\*\* Signature of Reporting Person      Date

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).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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.**