SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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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

X 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 *

Begor Mark W

(Last) (First) (Middle)

1550 PEACHTREE STREET, N.W.

(Street)

ATLANTA GA 30309

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol

EQUIFAX INC [EFX]

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

10/27/2025

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

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)

X Director

10% Owner

X Officer (give title below)

Other (specify below)

CEO

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

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	10/27/2025		M[1]		27,959	A	$191.44	170,940[2]	D	
Common Stock	10/27/2025		G		47	D	$0.0000	170,893[2]	D	
Common Stock	10/27/2025		S[1]		174	D	$233.8764[3]	170,719[2]	D	
Common Stock	10/27/2025		S[1]		204	D	$235.221[4]	170,515[2]	D	
Common Stock	10/27/2025		S[1]		3,757	D	$231.4585[5]	166,758[2]	D	
Common Stock	10/27/2025		S[1]		4,015	D	$233.0134[6]	162,743[2]	D	
Common Stock	10/27/2025		S[1]		6,227	D	$229.2042[7]	156,516[2]	D	
Common Stock	10/27/2025		S[1]		6,639	D	$230.184[8]	149,877[2]	D	
Common Stock	10/27/2025		S[1]		6,943	D	$232.1887[9]	142,934[2]	D	
Common Stock	10/27/2025		S[1]		37	D	$233.9468[10]	43,394	I	2-yr Jun 2025 GRAT
Common Stock	10/27/2025		S[1]		76	D	$234.93	43,318	I	2-yr Jun 2025 GRAT
Common Stock	10/27/2025		S[1]		2,801	D	$233.1237[11]	40,517	I	2-yr Jun 2025 GRAT
Common Stock	10/27/2025		S[1]		3,331	D	$231.5939[12]	37,186	I	2-yr Jun 2025 GRAT
Common Stock	10/27/2025		S[1]		3,995	D	$229.1207[13]	33,191	I	2-yr Jun 2025 GRAT
Common Stock	10/27/2025		S[1]		5,274	D	$232.2704[14]	27,917	I	2-yr Jun 2025 GRAT
Common Stock	10/27/2025		S[1]		5,872	D	$230.1601[15]	22,045	I	2-yr Jun 2025 GRAT
Common Stock								10,500	I	2-yr 2025 GRAT
Common Stock								9,525	I	2-yr Feb 2024 GRAT

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								11,380	I	2-yr Jul 2024 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	10/27/2025		M			27,959	(16)	02/21/2026	Common Stock	27,959	$0.0000	0.0000	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. 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.
3. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $233.795 to $234.215, 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.
4. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $234.93 to $235.43, 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 $230.74 to $231.734, 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 $232.74 to $233.72, 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 $228.73 to $229.72, 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 $229.74 to $230.72, 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 $231.735 to $232.71, 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 $233.88 to $234.215, 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 $232.85 to $233.80, 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 $230.83 to $231.82, 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.
13. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $228.73 to $229.685, 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.
14. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $231.845 to $232.81, 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.
15. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $229.7507 to $230.7266, 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.
16. The option vested in three equal annual increments beginning 2/21/2021.

/s/Lisa Stockard as Attorney-in-Fact	10/29/2025
** 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.

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