UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No.__)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:	
	Preliminary Proxy Statement
	CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2))
	Definitive Proxy Statement
2	Definitive Additional Materials
	Soliciting Material under §240.14a-12



EQUIFAX INC.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):	
1	No fee required.
	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
	(1) Title of each class of securities to which transaction applies:
	(2) Aggregate number of securities to which transaction applies:
	(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11
	(set forth the amount on which the filing fee is calculated and state how it was determined):
	(4) Proposed maximum aggregate value of transaction:
	(5) Total fee paid:
	Fee paid previously with preliminary materials.
	Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
	(1) Amount Previously Paid:
	(2) Form, Schedule or Registration Statement No.:
	(3) Filing Party:
	(4) Date Filed:

*** Exercise Your *Right* to Vote *** Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held on May 1, 2015.

EQUIFAX INC.



Meeting Information

 Meeting Type:
 Annual Meeting

 For holders as of:
 March 4, 2015

 Date:
 May 1, 2015
 Time: 9:30 AM EDT

 Location:
 Equifax Inc.

 IS50 Peachtree Street, N.W.
 Atlanta, GA 30309

You are receiving this communication because you hold shares in the company named above.

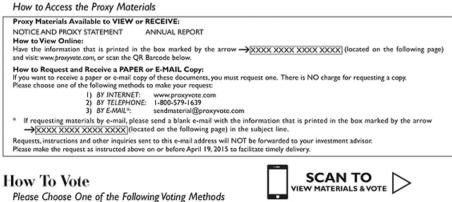
This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com, scan the QR Barcode on the reverse side, or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

M82509-P61093-264930

Before You Vote



Vote In Person: Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: Go to www.proxyvote.com or from a smart phone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow \rightarrow [XXXX XXXX XXXX] (located on the following page) available and follow the instructions. Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

V82510-P61093-Z64930

Voting Items

The Board of Directors recommends that you vote "FOR" each of the following director nominees:

1. Election of Ten Directors:

Nominees:

- 1a. James E. Copeland, Jr.
- 1b. Robert D. Daleo 1c. Walter W. Driver, Jr.
- 1d. Mark L. Feidler
- 1e. L. Phillip Humann
- 1f. Robert D. Marcus
- 1g. Siri S. Marshall
- 1h. John A. McKinley
- 1i. Richard F. Smith
- 1j. Mark B. Templeton

The Board of Directors recommends that you vote "FOR" Item 2.

 Ratification of the appointment of Ernst & Young LLP as Equifax's independent registered public accounting firm for 2015.

The Board of Directors recommends that you vote "FOR" Item 3.

 Advisory vote to approve named executive officer compensation.

The proxies are authorized to vote in their discretion upon other matters that may properly come before the meeting or any adjournment thereof.

M82511-P61093-Z64930

M82512-P61093-264930