

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 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:	
<input type="checkbox"/>	Preliminary Proxy Statement
<input type="checkbox"/>	<b>Confidential, for Use of the Commission Only (as permitted by Rule 14A-6(E)(2))</b>
<input type="checkbox"/>	Definitive Proxy Statement
<input checked="" type="checkbox"/>	Definitive Additional Materials
<input type="checkbox"/>	Soliciting Material under §240.14a-12

**EQUIFAX INC.**

**EQUIFAX<sup>®</sup>**

*(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 all boxes that apply):	
<input checked="" type="checkbox"/>	No fee required.
<input type="checkbox"/>	Fee paid previously with preliminary materials.
<input type="checkbox"/>	Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.

# Your Vote Counts!

**EQUIFAX INC.**

2024 Annual Meeting of Shareholders  
Vote by May 1, 2024 11:59 PM ET. For shares held in a Plan,  
vote by April 30, 2024 11:59 PM ET.



1550 PEACHTREE STREET, N.W.  
ATLANTA, GEORGIA 30309



V32995-P06129-Z87008

## You invested in EQUIFAX INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the Annual Meeting to be held on May 2, 2024.**

## Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to April 18, 2024. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

### Smartphone users

Point your camera here and  
vote without entering a  
control number



### Vote in Person or Virtually at the Meeting\*

May 2, 2024  
8:00 a.m., Central Time

The Ritz-Carlton, St. Louis  
100 Carondelet Plaza  
St. Louis, Missouri 63105  
[www.virtualshareholdermeeting.com/EFX2024](http://www.virtualshareholdermeeting.com/EFX2024)

\* Please check the meeting materials for any special requirements for meeting attendance. If you are attending the meeting in person, you will need to request a ballot to vote these shares.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. Election of nine Director Nominees:	
<b>Nominees:</b>	
1a. Mark W. Begor	✔ For
1b. Mark L. Feidler	✔ For
1c. Karen L. Fichuk	✔ For
1d. G. Thomas Hough	✔ For
1e. Robert D. Marcus	✔ For
1f. Scott A. McGregor	✔ For
1g. John A. McKinley	✔ For
1h. Melissa D. Smith	✔ For
1i. Audrey Boone Tillman	✔ For
2. Advisory vote to approve named executive officer compensation ("say-on-pay").	✔ For
3. Ratification of the appointment of Ernst & Young LLP as independent registered public accounting firm for 2024.	✔ For
The proxies are authorized to vote in their discretion upon other matters that may properly come before the meeting or any adjournment thereof.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings".