

Form 144 Filer Information

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

FORM 144

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001335111

Filer CCC XXXXXXXX

Is this a LIVE or TEST Filing? ☒ LIVE ☐ TEST

Submission Contact Information

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer EQUIFAX INC

SEC File Number 001-06605

Address of Issuer 1550 PEACHTREE ST NW
ATLANTA
GEORGIA
30302

Phone 4048858000

Name of Person for Whose Account the Securities are To Be Sold Begor Mark W

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Officer

Relationship to Issuer Director

144: Securities Information

Title of the Class of Securities To Be Sold Common

Name and Address of the Broker Fidelity Brokerage Services LLC
900 Salem Street
Smithfield
RI
02917

Number of Shares or Other Units To Be Sold 49345

Aggregate Market Value 11404110.96

Number of Shares or Other Units Outstanding 122394037

Approximate Date of Sale 10/27/2025

Name the Securities Exchange NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	05/04/2021
Nature of Acquisition Transaction	Restricted Stock Vesting
Name of Person from Whom Acquired	Issuer

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	21386
Date of Payment	05/04/2021
Nature of Payment	Compensation

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	10/27/2025
Nature of Acquisition Transaction	Option Granted - 02/21/2020
Name of Person from Whom Acquired	Issuer

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	27959
Date of Payment	10/27/2025
Nature of Payment	Cash

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Mark W. Begor 1550 Peachtree Street N.W. Atlanta GA 30309
Title of Securities Sold	Common
Date of Sale	07/28/2025
Amount of Securities Sold	48264
Gross Proceeds	11666012.59

144: Remarks and Signature

Remarks

Today's sale included 21,386 shares that were sold from the Mark W. Begor Two Year Equifax June 2025 Grat trust account of which Mark W. Begor is a trustee and account stakeholder.

Date of Notice

10/27/2025

Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1

11/14/2024

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

/s/ Joshua Schmitt, as a duly authorized representative of Fidelity Brokerage Services LLC, as attorney-in-fact for Mark W. Begor.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)