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	0001363640
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	Ploder Rodolfo O

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

## **144: Securities Information**

Title of the Class of Securities To Be Sold	Common
Name and Address of the Broker	UBS Financial Services, Inc. 1000 Harbor Boulevard Weehawken NJ 07016
Number of Shares or Other Units To Be Sold	18233
Aggregate Market Value	3604267.80
Number of Shares or Other Units Outstanding	123216776
Approximate Date of Sale	11/15/2023
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

144: Securities To Be Sold	
Title of the Class	Common
Date you Acquired	11/15/2023
Nature of Acquisition Transaction	Exercise of Stock Options
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	12233
Date of Payment	11/15/2023
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.

# 144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	07/27/2021
Nature of Acquisition Transaction	Stock Award
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	72
Date of Payment	07/27/2021
Nature of Payment	N/A

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	07/27/2021
Nature of Acquisition Transaction	Stock Award
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	2237
Date of Payment	02/22/2022
Nature of Payment	N/A

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	02/22/2022	
Nature of Acquisition Transaction	Stock Award	
Name of Person from Whom Acquired	Issuer	
Is this a Gift?	Date Donor Acquired	
Amount of Securities Acquired	1274	
Date of Payment	02/22/2022	
Nature of Payment	N/A	

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	02/22/2022	
Nature of Acquisition Transaction	Stock Award	
Name of Person from Whom Acquired	Issuer	
Is this a Gift?	Date Donor Acquired	
Amount of Securities Acquired	2417	
Date of Payment	02/22/2022	
Nature of Payment	N/A	

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

Nothing to Report		
144: Remarks and Signature		
Remarks		
Date of Notice	11/15/2023	
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	08/15/2023	

### 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/ UBS Financial Services Inc, as attorney-in-fact for Rodolfo Ploder

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