Form 144 Filer Information

FORM 144

144: Filer Information

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

Form 144

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

Filer CIK	0001464568
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	Houston Julia A
the securities are to be sold but also as to a	(a) of Rule 144. Information is to be given not only as to the person for whose account II other persons included in that definition. In addition, information shall be given as to red by paragraph (e) of Rule 144 to be aggregated with sales for the account of the
Relationship to Issuer	Officer
144: Securities Information	on
Title of the Class of Securities To Be Sold	Common
Name and Address of the Broker	UBS Financial Services, Inc. 1000 Harbor Blvd 3rd Floor Weehawken NJ 07086
Number of Shares or Other Units To Be Sold	23485
Aggregate Market Value	4617151.00
Number of Shares or Other Units Outstanding	123216776
Approximate Date of Sale	11/15/2023
Name the Securities Exchange	NYSE

any part of the purchase price or other consideration therefor:

144: Securities To Be Solo	144:	Seci	urities	To	Be	So	ld
----------------------------	------	------	---------	----	----	----	----

Title of the Class	Common
Date you Acquired	03/05/2018
Nature of Acquisition Transaction	Exercise of Stock Option
•	·
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	4326
Date of Payment	03/05/2018
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	02/22/2019
Nature of Acquisition Transaction	Exercise of Stock Option
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	13781
Date of Payment	02/22/2019
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	09/30/2016
Nature of Acquisition Transaction	Exercise of Stock Option
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	3378
Date of Payment	09/30/2016
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 Sol	d
Title of the Class	Common
Date you Acquired	02/22/2022
Nature of Acquisition Transaction	RSU
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	379
Date of Payment	02/22/2022
Nature of Payment	NA
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 Sol	d
Title of the Class	Common
Date you Acquired	02/21/2023
Nature of Acquisition Transaction	PSU
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	1621
Date of Payment	02/21/2023
Nature of Payment	NA
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	08/16/2023

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 Julia Houston

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