Form 144 Filer Information

FORM 144

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

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 Blvd 3rd Floor Weehawken NJ 07086	
Number of Shares or Other Units To Be Sold	14097	
Aggregate Market Value	3197058.00	
Number of Shares or Other Units Outstanding	123611310	
Approximate Date of Sale	04/26/2024	
Name the Securities Exchange	NYSE	

any part of the purchase price or other consideration therefor: 144: Securities To Be Sold Title of the Class Common Date you Acquired 04/26/2024 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 10697 Date of Payment 04/26/2024 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 02/22/2022 Date you Acquired Stock Award Nature of Acquisition Transaction Name of Person from Whom Acquired Issuer Is this a Gift? Date Donor Acquired 574 Amount of Securities Acquired 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	02/21/2023
Nature of Acquisition Transaction	Stock Award
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	2826
Date of Payment	02/21/2023
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

Name and Address of Seller	Rodolfo Ploder 1550 PEACHTREE ST NW ATLANTA GA 30302
Title of Securities Sold	Common
Date of Sale	02/14/2024
Amount of Securities Sold	20788
Gross Proceeds	5146913.19

144: Remarks and Signature

Remarks	
Date of Notice	04/26/2024
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)