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	0001562224
Filer CCC	xxxxxxx
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	KELLEY JOHN J III
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
the securities are to be sold but also as to a sales by all persons whose sales are requi	Il other persons included in that definition. In addition, information shall be given as to
the securities are to be sold but also as to a sales by all persons whose sales are requi person filing this notice.	Il 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 Officer
the securities are to be sold but also as to a sales by all persons whose sales are requi person filing this notice. Relationship to Issuer	Il 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 Officer
the securities are to be sold but also as to a sales by all persons whose sales are requiperson filing this notice. Relationship to Issuer 144: Securities Information	Il 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 Officer
the securities are to be sold but also as to a sales by all persons whose sales are requiperson filing this notice. Relationship to Issuer 144: Securities Information Title of the Class of Securities To Be Sold	Il 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 Officer Common UBS Financial Services, Inc. 1000 Harbor Blvd 3rd Floor Weehawken NJ
the securities are to be sold but also as to a sales by all persons whose sales are requiperson filing this notice. Relationship to Issuer 144: Securities Information Title of the Class of Securities To Be Sold Name and Address of the Broker Number of Shares or Other Units To Be	Il 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 Officer Common UBS Financial Services, Inc. 1000 Harbor Blvd 3rd Floor Weehawken NJ 07086
the securities are to be sold but also as to a sales by all persons whose sales are requiperson filing this notice. Relationship to Issuer 144: Securities Information Title of the Class of Securities To Be Sold Name and Address of the Broker Number of Shares or Other Units To Be Sold	Il 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 Officer Common UBS Financial Services, Inc. 1000 Harbor Blvd 3rd Floor Weehawken NJ 07086 3000
the securities are to be sold but also as to a sales by all persons whose sales are requiperson filing this notice. Relationship to Issuer 144: Securities Information Title of the Class of Securities To Be Sold Name and Address of the Broker Number of Shares or Other Units To Be Sold Aggregate Market Value Number of Shares or Other Units	Il 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 Officer Common UBS Financial Services, Inc. 1000 Harbor Blvd 3rd Floor Weehawken NJ 07086 3000

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold Title of the Class Common Date you Acquired 02/12/2024 Nature of Acquisition Transaction RSU Name of Person from Whom Acquired Issuer Is this a Gift? Date Donor Acquired Amount of Securities Acquired 949 Date of Payment 02/12/2024 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 Sold Title of the Class Common 02/21/2023 Date you Acquired RSU Nature of Acquisition Transaction Name of Person from Whom Acquired Issuer Is this a Gift? Date Donor Acquired 2051 Amount of Securities Acquired 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 08/28/2024 05/28/2024 Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1

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 John Kelley

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