2. Issuer Name and Ticker or Trading Symbol
   EQUIFAX INC [ EFX ]

3. Date of Earliest Transaction (Month/Day/Year)
   11/15/2023

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
   Director
   10% Owner
   X
   EVP, Pres Workforce Solutions

6. Individual or Joint/Group Filing (Check Applicable Line)
   X Form filed by One Reporting Person
   Form filed by More than One Reporting Person

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### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>1. Title of Security (Instr. 3)</th>
<th>2. Transaction Date (Month/Day/Year)</th>
<th>2A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>3. Transaction Code (Instr. 4)</th>
<th>4. Securities Acquired (A) or Disposed Of (D) (Instr. 3 and 4)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>11/15/2023</td>
<td>A(1)</td>
<td>12,233</td>
<td>A $127.37</td>
<td>98,262(2)</td>
<td>D</td>
<td>By 401(k)</td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/15/2023</td>
<td>S(1)</td>
<td>199</td>
<td>D $195.0124(1)</td>
<td>98,006(3)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/15/2023</td>
<td>S(1)</td>
<td>295</td>
<td>D $196.6597(4)</td>
<td>97,768(5)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/15/2023</td>
<td>S(1)</td>
<td>4,207</td>
<td>D $198.5408(5)</td>
<td>93,561(2)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/15/2023</td>
<td>S(1)</td>
<td>7,468</td>
<td>D $199.1682(8)</td>
<td>86,093(2)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/15/2023</td>
<td>S(1)</td>
<td>2,849</td>
<td>D $200.5545(5)</td>
<td>83,244(2)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/15/2023</td>
<td>S(1)</td>
<td>3,215</td>
<td>D $201.1488(8)</td>
<td>80,029(2)</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

---

### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>1. Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Transaction Date (Month/Day/Year)</th>
<th>3A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>4. Transaction Code (Instr. 4)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date (Month/Day/Year)</th>
<th>7. Title and Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option/Right to Buy</td>
<td>$127.37</td>
<td>11/15/2023</td>
<td></td>
<td>A(1)</td>
<td>12,233</td>
<td>02/22/2022 02/22/2025</td>
<td>Common Stock 12,233</td>
<td>0(0)</td>
<td>D</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a rule 10b5-1 trading plan adopted by the reporting person on 8/15/2023.
2. Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company’s last dividend payment date.
3. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $195.01 to $195.02, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
4. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $196.38 to $196.69, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
5. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $197.82 to $198.81, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
6. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $198.82 to $199.89, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
7. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $199.84 to $200.81, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
8. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from $200.84 to $201.58, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.

/s/ Lisa Stockard as Attorney-in-Fact
11/17/2023
** Signature of Reporting Person **

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.
* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).


Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.