

FORM 4

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

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person - EQUIFAX INC		2. Issuer Name and Ticker or Trading Symbol INTERSECTIONS INC [INTX]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ Officer (give title below) _____ X Other (specify below) _____ (See Remarks Below)	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 05/05/2004		6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person _____ X Form filed by More than One Reporting Person _____
1550 PEACHTREE STREET, NW (Street)			4. If Amendment, Date Original Filed (Month/Day/Year)		
ATLANTA, GA 30309 (City) (State) (Zip)			Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned		

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	05/05/2004		C		3,755,792	A	(1)	3,755,792	I (2)	See Footnote (2)
Common Stock	05/05/2004		S		3,250,000	D	\$ 17	505,792	I (2)	See Footnote (2)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)			5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares					
Senior Secured Convertible Note due 2006	\$ 5.3251 (3)	05/05/2004		C				\$ 20,000,000	11/27/2001	11/26/2006	Common Stock	3,755,792 (3)	(1)	0	I (2)	See Footnote (2)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
EQUIFAX INC 1550 PEACHTREE STREET, NW ATLANTA, GA 30309				(See Remarks Below)
CD HOLDINGS INC 1550 PEACHTREE STREET, NW ATLANTA, GA 30309				(See Remarks Below)
EQUIFAX CONSUMER SERVICES INC 1550 PEACHTREE STREET, NW ATLANTA, GA 30309				(See Remarks Below)
HEROMAN DONALD T 1550 PEACHTREE STREET, NW ATLANTA, GA 30309				(See Remarks Below)

Signatures

/s/ Donald T. Heroman, Chief Financial Officer - Equifax Inc. <small>Signature of Reporting Person</small>		05/05/2004 <small>Date</small>
/s/ Donald T. Heroman, President - CD Holdings Inc. <small>Signature of Reporting Person</small>		05/05/2004 <small>Date</small>
/s/ Donald T. Heroman, Vice President - Equifax Consumer Services, Inc. <small>Signature of Reporting Person</small>		05/05/2004 <small>Date</small>
/s/ Donald T. Heroman <small>Signature of Reporting Person</small>		05/05/2004 <small>Date</small>

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The reported transaction represents the conversion of derivative securities of INTX, with no additional consideration paid.

(2) The reported securities are (or, in the case of the securities disposed of, were) owned directly by CD Holdings Inc., which is a wholly owned subsidiary of Equifax Consumer Services, Inc., which is a wholly-owned subsidiary of Equifax Inc. Equifax Consumer Services, Inc. and Equi

(3) After giving effect to a 544-9338-for-one stock split of INTX's Common Stock, which was effected immediately prior to the closing of INTX's initial public offering.

Remarks:

This report is filed jointly by CD Holdings Inc., Equifax Consumer Services, Inc., Equifax Inc. and Donald T. Heroman, all of whom were or may be deemed to have been 10% owners as of the date of the transactions reported. Mr. Hero

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

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