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

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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

pe Response	s)														
Name and Address of Reporting Person* Gonzalez Alejandro				2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.				3. Date of Earliest Transaction (Month/Day/Year) 02/08/2013							X Officer (give title below) Other (specify below) Pres-NA Comm				
(Street) ATLANTA, GA 30309			4. If Amendment, Date Original Filed(Month/Day/Year)								6. Individual or Joint/Group Filing(Check Applicable Line) Form filed by One Reporting Person Form filed by More than One Reporting Person				
·)	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
(Instr. 3) Date		2. Transaction Date (Month/Day/Year)	any		, if (if Code (Instr. 8)		(A) or Disposed o		of (D)	D) Beneficially Owned For Reported Transaction(s		ollowing O (s) Fo	Form:	Beneficial
					ear)	Code	V	Amour	(A) or (D)	Price	(Instr. 3 and 4)			or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
Stock (1)		02/08/2013				A		2,457	A	\$ 0	23,207			D	
Stock											372			I	By 401(k)
						-	the f	orm dis	splays a c	curre:	ntly valid		•		
2. Conversion or Exercise Price of Derivative Security	Date	3A. Deemed Execution Da any	te, if Tra	ansactio	5. n Nu of De Sec Ac (A Dis of (In	umber erivative ecurities equired a) or isposed (D) astr. 3,	6. Da	ate Exer Expirati	cisable on Date	7. Ti Amo Und Secu	ount of erlying urities	8. Price of Derivative Security (Instr. 5)	Derivative Securities Beneficiall Owned Following Reported	Owners Form of Derivat Security Direct (or Indirect)	Beneficia Ownershi (Instr. 4)
	Achtres Achtre	Alejandro (First) ACHTREE STREET, (Street) FA, GA 30309 (State) (Stock Report on a separate line for Exercise Price of Derivative	Address of Reporting Person Adejandro (First) (Middle) ACHTREE STREET, N.W. (Street) TA, GA 30309 (State) (Zip) (Security 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 2. Table II - I (Conversion or Exercise Price of Derivative 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) (Month/Day/Year)	2. Issue Alejandro 2. Issue Alejandro 3. Date O2/08/ACHTREE STREET, N.W. (Street) 4. If An O2/08/Peror Accurate Accu	Address of Reporting Person* Z Alejandro (First) (Middle) ACHTREE STREET, N.W. (Street) 3. Date of Earlie 02/08/2013 4. If Amendment of Execution Date (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Lass of Securities beneficially) Table II - Derivative Securities beneficially Transaction Date (Month/Day/Year) October 1	Address of Reporting Person 2. 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ACHTREE STREET, N.W. 6. Individual or Joint/Group Filing X. Form filed by One Reporting Person. Form filed by One Reporting One of Control of Control on Person V. Amount (In) Person V. Securities Acquired (A) or Disposed of (D) Person V. Amount (In) Person V. Securities Acquired (A) or Disposed of (D) Person V. Securities Countries Securities Sec	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/Year) ACHTREE STREET, N.W. 02/08/2013 4. If Amendment, Date Original Filed(Month/Day/Year) O(State) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (Execution Date, if any of Exercises Deficially owned directly or indirectly. 2. Transaction Date (Code v Amount (D) Price 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 control number. 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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 control number. Table II - Derivative Sec

Kepor ung Owners

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Gonzalez Alejandro 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Pres-NA Comm				

Signatures

Kathryn J. Harris as Attorney-in-Fact	02/12/2013		
**Signature of Reporting Person	Date		

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) Award of restricted stock units. The stock vests 100% on 2/8/2016.

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

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