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

pe Response	s)															
1. Name and Address of Reporting Person * Webb David				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) 02/27/2015							X Officer (give title below) Other (specify below) CIO					
(Street)				4. If Amendment, Date Original Filed(Month/Day/Year)							_X_ Form fil	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)			Ta	ble I	- Non	-Deri	vative	Securities	s Acq	uired, Disp	osed of, or l	Beneficially (Owned	
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)	any		Code (Instr. 8)					Beneficially Owned Fol Reported Transaction(s)		ollowing C s) F	Ownership Form:	Beneficial		
			(Mont	ith/Day/Year)		ode	v	Amour	(A) or	Price		nd 4)		or Indirect (I)	Ownership (Instr. 4)	
Stock		02/27/2015				:	S		5,521	D	\$ 93.3	25,198			D	
							t	the fo	orm dis	splays a of, or Ber	curr nefici	ently valid	OMB con	•		
Conversion or Exercise	Date	3A. Deemed Execution Da Year) any	ate, if T	l. Γransacti Code	ion	5. Numb of Derive Secur Acqui (A) or Dispo of (D) (Instr.	ative ities ired rosed) . 3, 15)	6. Da and E (Mon	ite Exer Expiration hth/Day	rcisable on Date /Year)	7. Ar Ur Se (Ir 4)	Title and mount of iderlying curities str. 3 and		Derivative Securities Beneficially Owned Following Reported	Ownersl Form of Derivati Security Direct (I or Indirects)	Beneficial Ownership (Instr. 4)
	d Address of avid ACHTREE FA, GA 30 curity Stock Report on a s Conversion or Exercise Price of Derivative	(Street) FA, GA 30309 (State) ecurity Stock Report on a separate line for conversion or Exercise Price of Derivative Stock 3. Transaction Date (Month/Day/Y	d Address of Reporting Person* ACHTREE STREET, N.W. (Street) FA, GA 30309 (State) 2. Transaction Date (Month/Day/Year) Stock 02/27/2015 Report on a separate line for each class of security Table II - Conversion or Exercise Price of Derivative 1	d Address of Reporting Person* 2. Is EQU (First) (Middle) 3. Dat 02/2/2 (Street) 4. If A FA, GA 30309 (State) (Zip) ecurity 2. Transaction Date (Month/Day/Year) Stock 02/27/2015 Report on a separate line for each class of securities be consistent of the constant	2. Issuer Nate EQUIFAX 2. Issuer Nate EQUIFAX 3. Date of Ear 02/27/2015 (Street)	2. Issuer Name a EQUIFAX INCO (Middle) 3. Date of Earliest O2/27/2015 (Street) 4. If Amendment, (Street) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) Stock 02/27/2015 (State) 1. Transaction Date (Month/Day/Year) 3. Date of Earliest O2/27/2015 4. If Amendment, 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Execution Date, if any (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) (Month/Day/Year) 4. If Amendment, 2. Conversion or Exercise Price of Derivative Security (Month/Day/Year) (Month/Day/Year) (Instr. 8)	d Address of Reporting Person 2. Issuer Name and Tie EQUIFAX INC [ER OLD IN	2. Issuer Name and Ticker of EQUIFAX INC [EFX] (First) (Middle) 3. Date of Earliest Transaction 02/27/2015 (Street) 4. If Amendment, Date Origin (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Instr. 8) (Stock 02/27/2015 S Report on a separate line for each class of securities beneficially owned directly any (Month/Day/Year) 3. Transaction Code (Instr. 8) Table II - Derivative Securities Acquired (e.g., puts, calls, warrants, opton or Exercise (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Transaction Date (E.g., puts, calls, warrants, opton or Exercise (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (E.g., puts, calls, warrants, opton of Date (Month/Day/Year) (Instr. 8) 2. Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	A Address of Reporting Person* 2. Issuer Name and Ticker or Tra EQUIFAX INC [EFX] A CHTREE STREET, N.W. 02/27/2015 (Street) 4. If Amendment, Date Original File of Code (Instr. 8) Table I - Non-Derivative Securities Deneficially owned directly or in the fellow of Date (A) or Derivative Security Table II - Derivative Securities Securitie	2. Issuer Name and Ticker or Trading Sy EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/2015) (Street) 4. If Amendment, Date Original Filed(Month/Day/2015) (State) (Zip) Table I - Non-Derivative Execution Date, if (Month/Day/2ear) (Instr. 8) Code V Amount Persons with Conversion or Exercise Of Conversion or Exercise Price of Derivative Security Table II - Derivative Securities Acquired, Month/Day/Year) ACHTREE STREET, N.W. (Zip) Table II - Non-Derivative Execution Date, if (A) or Disposed of (D) (Instr. 8) Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 8) (Instr. 8) Persons with Persons with Code (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 8) (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 8) (Instr. 8)	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/Year) 02/27/2015 4. If Amendment, Date Original Filed(Month/Day/Year) 12. Transaction Date (Month/Day/Year) 22. Transaction Date (Month/Day/Year) 13. Transaction Date, if (Month/Day/Year) 14. If Amendment, Date Original Filed(Month/Day/Year) 15. Transaction Date, if (Month/Day/Year) 16. Stock 16. S	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month/Day/Year) 02/27/2015 4. If Amendment, Date Original Filed(Month/Day/Year) 6. AGA 30309 7. AGA 30309 7. AGA 30309 7. Table I - Non-Derivative Securities Acquired (A) or Disposed of (D) (Instr. 8) 8. Stock 7. Again and Ticker or Trading Symbol EQUIFAX INC [EFX] 9. Table I - Non-Derivative Securities Acquired (A) or Disposed of (D) (Instr. 8) 8. Transaction Code (Instr. 8) 9. Code V Amount (D) Price (A) or Disposed of (D) (Instr. 8) 9. Stock 9. Date Exercisable and Expiration Date	Address of Reporting Person* Security Code C	Address of Reporting Person Che	Security Conversion Conve	Address of Reporting Person(s) to Issue (Check all applicable) ACHTREE STREET, N.W. 4. If Amendment, Date Original Filed/Month/Day/Year) (State) 2. Issuer Name and Ticker or Trading Symbol (Check all applicable) ACHTREE STREET, N.W. 4. If Amendment, Date Original Filed/Month/Day/Year) (State) 2. Transaction Date (Nonth/Day/Year) (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Y

Reporting Owners

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Webb David 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			CIO				

Signatures

Kathryn J. Harris as Attorney-in-Fact	03/02/2015		
**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).

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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