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

ess of Reporting P O (First) REE STREET	(Middle)	EQU				or Trac	ding Syn	nbol	:	5. Relation				r
` ′		_	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) 02/17/2016							X Officer (give title below) Other (specify below) Pres-Wkf Sols			
(Street)		4. If A	amendment,	Date	Origii	nal File	ed(Month	Day/Year)		_X_ Form file	ed by One Repo	Group Filing(orting Person One Reporting I		ble Line)
ATLANTA, GA 30309 (City) (State) (Zip)				Table I - Non-Derivative Securities Acqu						ired, Disposed of, or Beneficially Owned				
	2. Transaction Date (Month/Day/Year	Execu any	any		if Code (Instr. 8)		1		of (D)	Beneficial Reported	ally Owned Following I Transaction(s)		Ownership Form:	Beneficial
		(Mont	:n/Day/ Y ear		ode	V	Amoun	(A) or (D)		(Instr. 3 a	nd 4)		or Indirect (I)	Ownership (Instr. 4)
	02/17/2016				A		7,341	A	\$ 0	45,695 ⁽	(1)		D	
										780			I	By 401(k)
	Table II -				quire	conta the fo ed, Dis	ined in orm dis sposed o	this for plays a o	m are currer eficiall	not requ ntly valid	ired to res	spond unle	ss	1474 (9-02)
sion Date (Month/Day f ive	Execution D any	ate, if	4. Transaction Code (Instr. 8)		5.		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Ti Amo Unde Secu	ount of erlying rities r. 3 and	8. Price of Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported	Owners Form of Derivati Security Direct (or Indirects)	Beneficia Ownershi (Instr. 4)
			Code V	(A)	(D)	Date Exerc			Title	or				
1	on a separate line 3. Transacti Date	(State) (Zip) 2. Transaction Date (Month/Day/Year) 02/17/2016 Table II - Sion Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year)	(State) (Zip) 2. Transaction Date (Month/Day/Year) 02/17/2016 Table II - Derivar (e.g., pt Grain (Month/Day/Year)) 3. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year)	(State) (Zip) T: 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 02/17/2016 Table II - Derivative Securit (e.g., puts, calls, was a separate line for each class of securities beneficially or the content of t	(State) (Zip) Table I 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 2. Transaction Execution Date, if any (Month/Day/Year) 2. Table II - Derivative Securities beneficially owned of the composition of the composi	(State) (Zip) Table I - Non 2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) Code (Instr. 8) 2. Transaction Date if any (Month/Day/Year) Code (Instr. 8) 3. Transaction Date if any (Month/Day/Year) Code (Instr. 8) 4.	Code Code	Code V Amount	Code (A) or Disposed of the form displays a separate line for each class of securities beneficially owned directly or indirectly. Code (Instr. 8)	Code V Amount A Securities Acquired Code Code	(State) (State) (Zip) (Zin) (Zip) (Zip) (Zip) (Zip) (Zip) (Zip) (Zip) (Zip) (Zin) (A) Deemed Execution Date, if (Month/Day/Year) (Mont	Code V Amount Amount Contained in this form are not required to restricted (Month/Day/Year) S. Transaction Code (Instr. 8) S. Transaction Code (Instr. 8) S. Amount of Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Code (Instr.	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Of Beneficially Of Code (Instr. 8) State Code (Month/Day/Year) Code (Instr. 8) Code (Instr	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Transaction Date (Month/Day/Year) 3. Transaction (Lastr. 8) 4. Transaction (Month/Day/Year) 4. Transaction Date (Lastrein Date) 3. Transaction Date (Lastrein Date) 4. Transaction Date (Lastrein Date) 3. Transaction Date (Lastrein Date) 3. Transaction Date (Lastrein Date) 3. Transaction Date (Lastrein Date) 4. Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4) 4. So 0. 45,695 (Lastrein Date) 4. Transaction Sion Date (Lastrein Date) 4. Securities Acquired (Lastrein Date) 4. Securities Acquired (Lastrein Date) 4. Securities Acquired (Lastrein Date) 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) 6. Ownership Form: 6. Ownership Form: 6. Date Exercisable and Exprainton Date (Lastrein Date) 7. Title and Application Securities Derivative Derivative Derivative Securities Securities Acquired (Month/Day/Year) 6. Date Exercisable and Exprainton Date (Lastrein Date) 8. Price of 9. Number of Derivative Derivative Securities Securities Securities (Instr. 3) 8. Price of Securities Derivative Derivative Securities Securities (Instr. 3) 9. Number of Derivative Securities Securities Securities (Instr. 3) 10. Ownerd Expriation Date (Instr. 4) 10. Ownerd Expriation

	Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other		
Ploder Rodolfo O 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Pres-Wkf Sols			

Signatures

Shawn K. Baldwin as Attorney-in-Fact	02/18/2016		
**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) Total adjusted to reflect the transfer of shares by the insider made pursuant to a DRO and is not reportable by virtue of the exemption in Rule 16a-12.

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.