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

Responses	3)														
1. Name and Address of Reporting Person* Rushing Coretha M				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) Chief HR Officer				
(Street) ATLANTA, GA 30309				4. If Amendment, Date Original Filed(Month/Day/Year)							6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting PersonForm filed by More than One Reporting Person				
	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
(Instr. 3)		2. Transaction Date (Month/Day/Year)	any	, if	f Code (Instr. 8)		, i		of (D)	Beneficial Reported	lly Owned Following Transaction(s)		Ownership Form:	Beneficial	
			(Month/Day/Year)		ear)	Code	V	Amour	(A) or (D)	Price	(Instr. 3 a	nd 4)		or Indirect (I)	Ownership (Instr. 4)
Stock		02/17/2016				A		6,770	A	\$ 0	19,749			D	
Stock											203			I	By 401(k)
							the f	orm dis	splays a o	curre: eficial	ntly valid	OMB con			
Conversion or Exercise Price of Derivative Security	Date	n 3A. Deemed Execution Da any	ite, if	4. Transactio Code	I. 5. Fransaction Code of Derivating Securities Acquired (A) or Disposed of (D) (Instr. 3,		6. Date Exercisable and Expiration Date (Month/Day/Year)			7. Ti Amo Und Secu	ount of erlying urities	Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported	Owners Form of Derivati Security Direct (I or Indirects)	Beneficia Ownersh (Instr. 4)
							Date		Expiration		or				
S S S	Address of oretha M CHTREE A, GA 30 urity tock tock port on a s onversion Exercise rice of erivative	Address of Reporting Perporetha M CHTREE STREET, (Street) A, GA 30309 (State) urity Atock tock tock onversion Exercise rice of erivative A. Transactio Date (Month/Day/	Address of Reporting Person bretha M (First) (Middle) CHTREE STREET, N.W. (Street) A, GA 30309 (State) (Zip) urity 2. Transaction Date (Month/Day/Year) Atock 02/17/2016 Table II - Onversion onversion onversion onversion Exercise of erivative (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) (Month/Day/Year)	Address of Reporting Person* Diretha M (First) (Middle) 3. December 1. December 2. Transaction Date (Month/Day/Year) State (Month/Day/Year) 3. Transaction Date (e.g., 1) Table II - Deriv (e.g., 1) Table II - Deriv (e.g., 1) (Month/Day/Year) 3. Transaction Date (Month/Day/Year) Table II - Deriv (e.g., 1) Table II - Deriv (e.g., 1) (Month/Day/Year)	Address of Reporting Person Deretha M CHTREE STREET, N.W. (Street) (Street) (Street) (State) (Zip) Unrity 2. Transaction Date (Month/Day/Year) (Month/Day/Year) A Deemed Execution Date any (Month/Day/Year) A Deemed Execution Date any (Month/Day/Year) Table II - Derivative Secution Date (e.g., puts, calls, any (Month/Day/Year)) Table II - Derivative Secution Date (month/Day/Year) 3. Transaction Date (e.g., puts, calls, any (Month/Day/Year)) Table II - Derivative Secution Date (month/Day/Year) Table II - Derivative Secution Date (month/Day/Year) Transaction Date (month/Day/Year) (Month/Day/Year)	Address of Reporting Person Deretha M CHTREE STREET, N.W. 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Transaction Date (Month/Day/Year) Date (Month/Day/Year) Code Table I - Non-Derivative Securities Acquired, Disposed of, or I Reported Transaction (Instr. 3, 4 and 5) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Ge.g., puts, calls, warrants, options, convertible securities) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Ge.g., puts, calls, warrants, options, convertible securities) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Ge.g., puts, calls, warrants, options, convertible securities) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Ge.g., puts, calls, warrants, options, convertible securities) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Ge.g., puts, calls, warrants, options, convertible securities) Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned Ge.g., puts, calls, warrants, options, convertible securities) Table II - Derivative Securities Acquired (Month/Day/Year) (Month/Day/Year) 3. 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	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Rushing Coretha M 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Chief HR Officer				

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).

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.