

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 Loughran Joseph Michael III			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 _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ Pres USIS		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/06/2018			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
1550 PEACHTREE STREET, N.W.			4. If Amendment, Date Original Filed (Month/Day/Year)					
(Street) 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	08/06/2018		M		15,000	A	\$ 37.53	58,516 (1)	D	
Common Stock	08/06/2018		M		9,000	A	\$ 33.6	67,516 (1)	D	
Common Stock	08/06/2018		F		5,373	D (2)	\$ 128.05	62,143 (1)	D	
Common Stock	08/06/2018		F		9,205	D (3)	\$ 128.05	52,938 (1)	D	
Common Stock								591	I	By 401(k)

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		Date Exercisable	Expiration Date						Title
Stock Option/Right to Buy	\$ 37.53	08/06/2018		M		15,000 (3)	(4)	04/29/2021	Common Stock	15,000	\$ 0	0	D	
Stock Option/Right to Buy	\$ 33.6	08/06/2018		M		9,000 (2)	(5)	04/30/2020	Common Stock	9,000	\$ 0	0	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Loughran Joseph Michael III 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Pres USIS	

Signatures

/s/Lisa Stockard as Attorney-in-Fact	08/08/2018
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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) Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company's last dividend payment date.

In connection with Mr. Loughran's previously announced resignation, the reported transaction represents the exercise of vested, but unexercised, stock options granted on April 30, 2010. In connection with the stock option exercise, 5,373 shares of common stock were withheld by the Company to satisfy the exercise price of the stock options and to satisfy mandatory tax withholding obligations. No shares were sold as part of the reported transaction.

In connection with Mr. Loughran's previously announced resignation, the reported transaction represents the exercise of vested, but unexercised, stock options granted on April 29, 2011. In connection with the stock option exercise, 9,205 shares of common stock were withheld by the Company to satisfy the exercise price of the stock options and to satisfy mandatory tax withholding obligations. No shares were sold as part of the reported transaction.

(4) The option vested in three equal installments beginning on 4/12/2012.

(5) The option vested in three equal installments beginning on 4/30/2011.

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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