

FORM 4

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

OMB APPROVAL
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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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person* Houston Julia A		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) Chief Strategy & Mktg Officer	
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.		3. Date of Earliest Transaction (Month/Day/Year) 08/20/2021			
(Street) ATLANTA, GA 30309		4. If Amendment, Date Original Filed(Month/Day/Year)		6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person ____ Form filed by More than One Reporting Person	
(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	08/20/2021		M(1)		6,038	A	\$ 105.99	13,730 (2)	D	
Common Stock	08/20/2021		M(1)		4,600	A	\$ 97.18	18,330 (2)	D	
Common Stock	08/20/2021		M(1)		1,730	A	\$ 73.4	20,060 (2)	D	
Common Stock	08/20/2021		S(1)		360	D	\$ 257.9717 (3)	19,700 (2)	D	
Common Stock	08/20/2021		S(1)		4,921	D	\$ 256.1626 (4)	14,779 (2)	D	
Common Stock	08/20/2021		S(1)		7,087	D	\$ 257.121 (5)	7,692 (2)	D	

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	Amount or Number of Shares				
Stock Option/Right to Buy	\$ 105.99	08/20/2021		M(1)		6,038	(6)	09/29/2027	Common Stock	6,038	\$ 0	0	D	
Stock Option/Right to Buy	\$ 97.18	08/20/2021		M(1)		4,600	(7)	09/30/2025	Common Stock	4,600	\$ 0	0	D	
Stock Option/Right to Buy	\$ 73.4	08/20/2021		M(1)		1,730	(8)	10/01/2024	Common Stock	1,730	\$ 0	2,892	D	

Reporting Owners

Relationships

Reporting Owner Name / Address	Director	10% Owner	Officer	Other
Houston Julia A 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Chief Strategy & Mktg Officer	

Signatures

/s/Lisa Stockard as Attorney-in-Fact		08/24/2021
<small>**Signature of Reporting Person</small>		<small>Date</small>

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) The sales reported in this Form 4 were effected pursuant to a rule 10b5-1 trading plan adopted by the reporting person on 5/25/2021.
- (2) Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company's last dividend payment date.
- (3) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$257.63 to \$258.50, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (4) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$255.645 to \$256.625, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (5) The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$256.665 to \$257.645, inclusive. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.
- (6) The option vested in three equal annual increments beginning 9/29/2018.
- (7) The option vested in three equal annual increments beginning 9/30/2016.
- (8) The option vested in three equal annual increments beginning 10/1/2015.

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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