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).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>KELLEY JOHN J III</u>			2. Issuer Name and Ticker or Trading Symbol <u>EQUIFAX INC</u> [EFX]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
				Director 10% Owner
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 02/09/2024	X Officer (give title Other (specify below) below)
1550 PEACHTREE STREET, N.W.		.W.		EVP, Chief Legal Officer
			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)
(Street)				X Form filed by One Reporting Person
ATLANTA	GA	30309		Form filed by More than One Reporting Person
(City)	(State)	(Zip)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

2. Transaction Date (Month/Day/Year)		Transaction Code (Instr.		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership	
		Code	v	Amount	(A) or (D)	Price	(Instr. 3 and 4)		(Instr. 4)
02/09/2024		A		2,760	Α	\$0.0000	12,163(2)	D	
	Date (Month/Day/Year) 02/09/2024	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) 02/09/2024	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transac Code (Ir 8) 02/09/2024 A	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) 02/09/2024 A	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Disposed Of (D Disposed Of (D Code (V 02/09/2024 A 2,760	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Disposed Of (D) (Instr. 3, 8) 02/09/2024 A Z,760 A	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. 8) Disposed Of (D) (Instr. 3, 4 and 5) Code V Amount (A) or (D) Price 02/09/2024 A 2,760 A \$0.0000	Date (Month//Day/Year) Execution Date, if any (Month/Day/Year) Transaction of any (Month/Day/Year) Disposed Of (D) (Instr. 3, 4 and 5) Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) 02/09/2024 A 2,760 A \$0.0000 12,163 ⁽²⁾	Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Transaction Code (Instr. b) Disposed Of (D) (Instr. 3, 4 and 5) Securities Beneficially Owned Following Reported (Instr. 3 and 4) Form: Direct (D) or Indirect (I) (Instr. 4) Code V Amount (A) or (D) Price Form: Direct (D)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of 3. Transaction 3A. Deemed 5. Number of 6. Date Exercisable and 7. Title and Amount of 8. Price of 9. Number of 10. 11. Nature Securities Underlying Derivative Conversion Date Execution Date, Transaction Derivative Expiration Date Derivative derivative Ownership of Indirect Security (Instr. 3) or Exercise Price of (Month/Dav/Year) Derivative Security (Instr. Security (Instr. 5) if any Code (Instr. Securities (Month/Dav/Year) Securities Form: Beneficial (Month/Day/Year) 8) Acquired (A) Beneficially Direct (D) 3 and 4) Ownership Derivative or Disposed of (D) (Instr. 3 Owned or Indirect (I) (Instr. 4) (Instr. 4) Security Following 4 and 5) Reported Transaction(s) (Instr. 4) Amount Expiration Number Date Code v (A) (D) Exercisable Date Title of Shares Stock Common \$249.18 02/09/2024 02/09/2034 \$0.0000 8,871 D Option/Right to 8,871 (3) 8,871 Α Stock Buy

Explanation of Responses:

1. Annual equity grant pursuant to the Company's long-term incentive plan. The award of restricted stock units vests 100% on February 9, 2027.

2. Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company's last dividend payment date.

3. Annual equity grant pursuant to the Company's long-term incentive plan. The option vests in three equal annual increments beginning February 9, 2025.

/s/Lisa Sto	ney-in-	02/13	/2024		
Fact				02/13	2024

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.