

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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 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 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person *	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
<u>Begor Mark W</u>	<u>EQUIFAX INC [EFX]</u>	<input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) CEO	
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)
1550 PEACHTREE STREET, N.W.	02/10/2026		<input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
(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	02/10/2026		M ⁽¹⁾		37,791	A	\$112.46	236,778 ⁽²⁾	D	
Common Stock	02/10/2026		A		33,278	A	\$0.0000	270,056 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		201	D	\$197.7889 ⁽³⁾	269,855 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		213	D	\$203.7607 ⁽⁴⁾	269,642 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		227	D	\$192.8855 ⁽⁵⁾	269,415 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		331	D	\$194.221 ⁽⁶⁾	269,084 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		364	D	\$195.3979 ⁽⁷⁾	268,720 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		445	D	\$196.4228 ⁽⁸⁾	268,275 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		829	D	\$199.001 ⁽⁹⁾	267,446 ⁽²⁾	D	
Common Stock	02/10/2026		F		1,759	D	\$202.71	265,687 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		1,772	D	\$200.0293 ⁽¹⁰⁾	263,915 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		4,057	D	\$201.2626 ⁽¹¹⁾	259,858 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		11,000	D	\$203.0792 ⁽¹²⁾	248,858 ⁽²⁾	D	
Common Stock	02/10/2026		S ⁽¹⁾		18,352	D	\$202.1545 ⁽¹³⁾	230,506 ⁽²⁾	D	
Common Stock								10,500	I	2-yr 2025 GRAT
Common Stock								21,284	I	2-yr Dec 2025 GRAT
Common Stock								22,045	I	2-yr Jun 2025 GRAT
Common Stock								12,333	I	2-yr May 2025 GRAT

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)			
Common Stock								16,287	I	3-yr Jul 2024 GRAT

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 Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
					Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title				
Stock Option/Right to Buy	\$112.46	02/10/2026		M			37,791	(14)	05/04/2028		Common Stock	37,791	\$0.0000	113,374	D

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on 10/28/2025.
2. Includes accrued dividend equivalent units for dividends reinvested in corresponding restricted stock units through the Company's last dividend payment date and 199 shares of common stock purchased pursuant to the Equifax Inc. 2020 Employee Stock Purchase Plan.
3. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$197.524 to \$198.008, 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 \$203.675 to \$203.85, 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 \$192.556 to \$193.366, 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 price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$193.735 to \$194.661, 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.
7. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$194.892 to \$195.779, 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.
8. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$196.123 to \$196.912, 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.
9. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$198.645 to \$199.62, 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.
10. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$199.67 to \$200.481, 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.
11. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$200.672 to \$201.66, 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.
12. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$202.665 to \$203.64, 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.
13. The price reported in column 4 is a weighted average price. The shares were sold at prices ranging from \$201.67 to \$202.66, 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.
14. The option vested in three equal annual increments beginning 5/4/2019.

/s/Lisa Stockard as Attorney-in-Fact 02/12/2026
** 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.