

EQUIFAX INC  
Form 4  
February 22, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
MAST KENT E

(Last) (First) (Middle)

1550 PEACHTREE STREET, N.W.

(Street)

ATLANTA, GA 30309

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
EQUIFAX INC [EFX]

3. Date of Earliest Transaction (Month/Day/Year)  
02/20/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)

CVP and Chief Legal Off

6. Individual or Joint/Group Filing(Check Applicable Line)

\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**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	02/20/2007		M		15,000	A	\$ 24.18
Common Stock	02/20/2007		S		100	D	\$ 39.58
Common Stock	02/20/2007		S		300	D	\$ 39.59
Common Stock	02/20/2007		S		900	D	\$ 39.61
Common Stock	02/20/2007		S		500	D	\$ 39.62

Edgar Filing: EQUIFAX INC - Form 4

Common Stock	02/20/2007		S	400	D	\$ 39.63	93,244	D	
Common Stock	02/20/2007		S	100	D	\$ 39.64	93,144	D	
Common Stock	02/20/2007		S	4,800	D	\$ 39.65	88,344	D	
Common Stock	02/20/2007		S	2,100	D	\$ 39.66	86,244	D	
Common Stock	02/20/2007		S	400	D	\$ 39.67	85,844	D	
Common Stock	02/20/2007		S	700	D	\$ 39.68	85,144	D	
Common Stock	02/20/2007		S	500	D	\$ 39.69	84,644	D	
Common Stock	02/20/2007		S	400	D	\$ 39.7	84,244	D	
Common Stock	02/20/2007		S	100	D	\$ 39.71	84,144	D	
Common Stock	02/20/2007		S	200	D	\$ 39.72	83,944	D	
Common Stock	02/20/2007		S	5,600	D	\$ 39.73	78,344	D	
Common Stock	02/20/2007		S	300	D	\$ 39.74	78,044	D	
Common Stock	02/20/2007		S	100	D	\$ 39.78	77,944	D	
Common Stock							1,100	I	By 401(k)

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

**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 control number.**

SEC 1474  
(9-02)

**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,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Securities (Instr. 3 and 4)
--	--	--------------------------------------	--	--------------------------------	--	--	--

and 5)

	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option/Right to Buy					\$ 24.18	02/20/2007	M	15,000	(1)	08/07/2011	Common Stock	15,000

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MAST KENT E 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			CVP and Chief Legal Off	

**Signatures**

By: Kathryn J. Harris as Attorney-in-Fact for 02/22/2007

\_\_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).
- (1) The option vests in increments of 8,750 on 8/7/01, 8/7/02 and 8/7/03 and 4,615 on 8/7/04.
- 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.