

EQUIFAX INC
Form 4
February 22, 2007

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, 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

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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.

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(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)
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and 5)

Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
M				(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
Date: 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.