

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.

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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) |
|--|--|--------------------------------------|--|--------------------------------|--|--|--|
|--|--|--------------------------------------|--|--------------------------------|--|--|--|

and 5)

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

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.

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