

EQUIFAX INC

FORM DEFA14A

(Additional Proxy Soliciting Materials (definitive))

Filed 03/24/17

Address	1550 PEACHTREE ST NW ATLANTA, GA 30302
Telephone	4048858000
CIK	0000033185
Symbol	EFX
SIC Code	7320 - Consumer Credit Reporting Agencies, Mercantile
Industry	Professional Information Services
Sector	Industrials
Fiscal Year	12/31

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

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No. __)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:	
<input type="checkbox"/>	Preliminary Proxy Statement
<input type="checkbox"/>	CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2))
<input type="checkbox"/>	Definitive Proxy Statement
<input checked="" type="checkbox"/>	Definitive Additional Materials
<input type="checkbox"/>	Soliciting Material under §240.14a-12



EQUIFAX INC.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):	
<input checked="" type="checkbox"/>	No fee required.
<input type="checkbox"/>	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11. (1) Title of each class of securities to which transaction applies: (2) Aggregate number of securities to which transaction applies: (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined): (4) Proposed maximum aggregate value of transaction: (5) Total fee paid:
<input type="checkbox"/>	Fee paid previously with preliminary materials.
<input type="checkbox"/>	Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing. (1) Amount Previously Paid: (2) Form, Schedule or Registration Statement No.: (3) Filing Party: (4) Date Filed:

***** Exercise Your *Right* to Vote *****
**Important Notice Regarding the Availability of Proxy Materials for the
Shareholder Meeting to Be Held on May 4, 2017.**

EQUIFAX INC.

EQUIFAX®

1550 PEACHTREE STREET, N.W.
ATLANTA, GEORGIA 30309

Meeting Information

Meeting Type: Annual Meeting
For holders as of: March 1, 2017
Date: May 4, 2017 **Time:** 9:30 a.m. Central Time
Location: Equifax Inc.
11432 Lackland Road
St. Louis, Missouri 63146

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com, scan the QR Barcode on the reverse side, or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

Before You Vote

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

NOTICE AND PROXY STATEMENT ANNUAL REPORT

How to View Online:

Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) and visit: www.proxyvote.com, or scan the QR Barcode below.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 20, 2017 to facilitate timely delivery.

How To Vote

Please Choose One of the Following Voting Methods



SCAN TO
VIEW MATERIALS & VOTE



Vote In Person: Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: Go to www.proxyvote.com or from a smart phone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting Items

The Board of Directors recommends that you vote "FOR" each of the following director nominees:

1. Election of 11 Director Nominees:

Nominees:

- 1a. Robert D. Daleo
- 1b. Walter W. Driver, Jr.
- 1c. Mark L. Feidler
- 1d. G. Thomas Hough
- 1e. L. Phillip Humann
- 1f. Robert D. Marcus
- 1g. Siri S. Marshall
- 1h. John A. McKinley
- 1i. Richard F. Smith
- 1j. Elane B. Stock
- 1k. Mark B. Templeton

The Board of Directors recommends that you vote "FOR" Item 2.

- 2. Advisory vote to approve named executive officer compensation.

The Board recommends "1 YEAR" frequency for future say-on-pay votes.

- 3. Advisory vote on frequency of future say-on-pay votes.

The Board of Directors recommends that you vote "FOR" Item 4.

- 4. Ratification of the appointment of Ernst & Young LLP as independent registered public accounting firm for 2017.

The Board recommends that you vote "AGAINST" Item 5.

- 5. Shareholder proposal regarding political contributions disclosure.

The proxies are authorized to vote in their discretion upon other matters that may properly come before the meeting or any adjournment thereof.

E20453-P86442-Z69361

