

EQUIFAX INC
Form 8-K
December 19, 2003

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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of Earliest Event Reported): **December 19, 2003**

EQUIFAX INC.

(Exact name of Registrant as Specified in its Charter)

Georgia
(State or other Jurisdiction
of Incorporation)

1-6605
(Commission File Number)

58-0401110
(IRS Employer Identification No.)

1550 Peachtree Street, N.W.
Atlanta, Georgia
(Address of principal executive offices)

30309
(Zip code)

Registrant's telephone number, including area code: **(404) 885-8000**

Not Applicable

(Former name or former address, if changed since last report)

Item 7. Financial Statements and Exhibits.

(c)
Exhibits.

Exhibit 99.1 Press release issued by the Registrant on December 19, 2003.

Item 9. Regulation FD Disclosure

The following information and exhibit is being furnished under Item 9 (Regulation FD Disclosure):

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On December 19, 2003, Equifax Inc. issued a press release dated December 19, 2003, announcing the completion of the consolidation of its eMarketing business into Direct Marketing Services. A copy of the press release is attached as exhibit 99.1 hereto and incorporated by reference into this Item 9.

2

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

EQUIFAX INC.

By: /s/ DONALD T. HEROMAN

Name: Donald T. Heroman
Title: Chief Financial Officer

Dated: December 19, 2003

3

Exhibit Index

The following exhibit is being filed with this report:

| <u>Exhibit No.</u> | <u>Description</u> |
|--------------------|--|
| 99.1 | Press release issued by the Registrant on December 19, 2003. |

4

QuickLinks

[Item 7. Financial Statements and Exhibits.](#)

[Item 9. Regulation FD Disclosure](#)

[SIGNATURES](#)

[Exhibit Index](#)