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EFX Privacy Officer to Discuss Protecting Consumer Data

ATLANTA, June 18, 2012 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) Chief Privacy Officer Anna Slomovic will join a panel of CPOs from other national corporations to delve into the issues surrounding the use of customer data in an age of rapidly evolving and expanding data collection and mining.

(Logo: <https://photos.prnewswire.com/prnh/20060224/CLF037LOGO>)

The panel on "Effectively Managing the Business Risk of Using Customer Data" is hosted by the Northern Virginia Technology Council and will be held June 19, 2012 in Vienna, VA. It is designed for business and IT executives from industry, academia, and government seeking to better manage the risk involved in using a customer's personally identifiable information.

Slomovic will serve on the panel with Brian Geffert (moderator) of KPMG, James McFadden, Privacy Officer for Capital One; Lydia Payne-Johnson, CPO Freddie Mac; and Richard Weaver, Deputy Privacy Officer for comScore.

"Many activities that used to be unobserved have become not only observed but recorded and analyzed, resulting in enormous changes in the way we use technology, conduct business, and interact with each other," Slomovic explained. "Some of these changes are due to the way technology works; some are due to societal change. Without analogs from the past in many cases, we have to go back to basics and understand what the business is trying to accomplish and how Fair Information Practices apply in any given situation.

Operationalizing privacy in this environment means being a responsible data steward."

Slomovic has been involved in privacy work since 1999 and has served as Equifax's CPO since 2011.

About Equifax

Equifax is a global leader in consumer, commercial and workforce information solutions, that provides businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 500 million consumers and 81 million businesses worldwide, and uses advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol [EFX](https://www.equifax.com). For more information, please visit www.equifax.com.

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