

EFX Reminder Deadline Alert: The Law Offices of Howard G. Smith Reminds Investors of Looming Deadline in the Class Action Lawsuit Against Equifax Inc.
Friday, November 10, 2017 02:00:00 PM (GMT)

Investors with \$1,000,000 or more in losses are encouraged to contact Howard G. Smith, Esq.

[Law Offices of Howard G. Smith](#) reminds investors of the **November 13, 2017** deadline to file a lead plaintiff motion in the class action filed on behalf of investors that purchased Equifax Inc. ("Equifax" or the "Company") (NYSE: [EFX](#)) securities between **February 25, 2016 and September 7, 2017**, inclusive (the "Class Period"). Equifax investors have until **November 13, 2017** to file a lead plaintiff motion.

Investors suffering losses on their Equifax investments are encouraged to contact the Law Offices of Howard G. Smith to discuss their legal rights in this class action at 888-638-4847 or by email to howardsmith@howardsmithlaw.com.

On September 7, 2017, Equifax disclosed that the Company's systems were hacked in a cybersecurity incident that may have affected about 143 million U.S. consumers. According to the Company, hackers accessed names, Social Security numbers, birth dates, addresses and driver's license numbers as well as credit card numbers for about 209,000 consumers.

The complaint filed in this class action alleges that throughout the class period the Company issued materially false and/or misleading statements and/or failed to disclose that: (1) the Company failed to maintain adequate measures to protect its data systems; (2) the Company failed to maintain adequate monitoring systems to detect security breaches; (3) the Company failed to maintain proper security systems, controls and monitoring systems in place; and (4) as a result of the foregoing, the Company's financial statements were materially false and misleading at all relevant times.

On this news, the Company's stock price fell \$19.49 per share, or 16%, to close at \$123.23 per share on September 8, 2017, thereby damaging investors. The Company's shares have continued to slide down after further disclosures regarding the data breach have been disclosed.

If you purchased shares of Equifax during the Class Period you may move the Court no later than **November 13, 2017** to ask the Court to appoint you as lead plaintiff if you meet certain legal requirements. To be a member of the Class you need not take any action at this time; you may retain counsel of your choice or take no action and remain an absent member of the Class. If you wish to learn more about this action, or if you have any questions concerning this announcement or your rights or interests with respect to these matters, please contact Howard G. Smith, Esquire, of Law Offices of Howard G. Smith, 3070 Bristol Pike, Suite 112, Bensalem, Pennsylvania 19020 by telephone at (215) 638-4847, toll-free at (888) 638-4847, or by email to howardsmith@howardsmithlaw.com, or visit our website at <http://www.howardsmithlaw.com>.

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Industries: Professional Services, Legal

Languages: English

Primary Identifiers: EFX-US

Related Identifiers: EFX-US

Source: Law Offices of Howard G. Smith

Subjects: Lawsuit