



Fostering responsible AI research and education

Equifax academic partnerships and engagement



Why we partner

Equifax is committed to fostering responsible research and education to advance the field of data science and enable the next generation of talented data scientists, while developing solutions that benefit consumers and the industry at large. We partner with leading academic institutions to provide anonymized data and analytics expertise, helping universities conduct mutually beneficial research projects.



Product innovation and research

Equifax data and expertise can help colleges and universities conduct cutting-edge research on a variety of topics, and the learnings are often implemented into Equifax use cases to help inform new product development. Professors also participate in learning and development webinars for Equifax employees to share their latest research and insights.



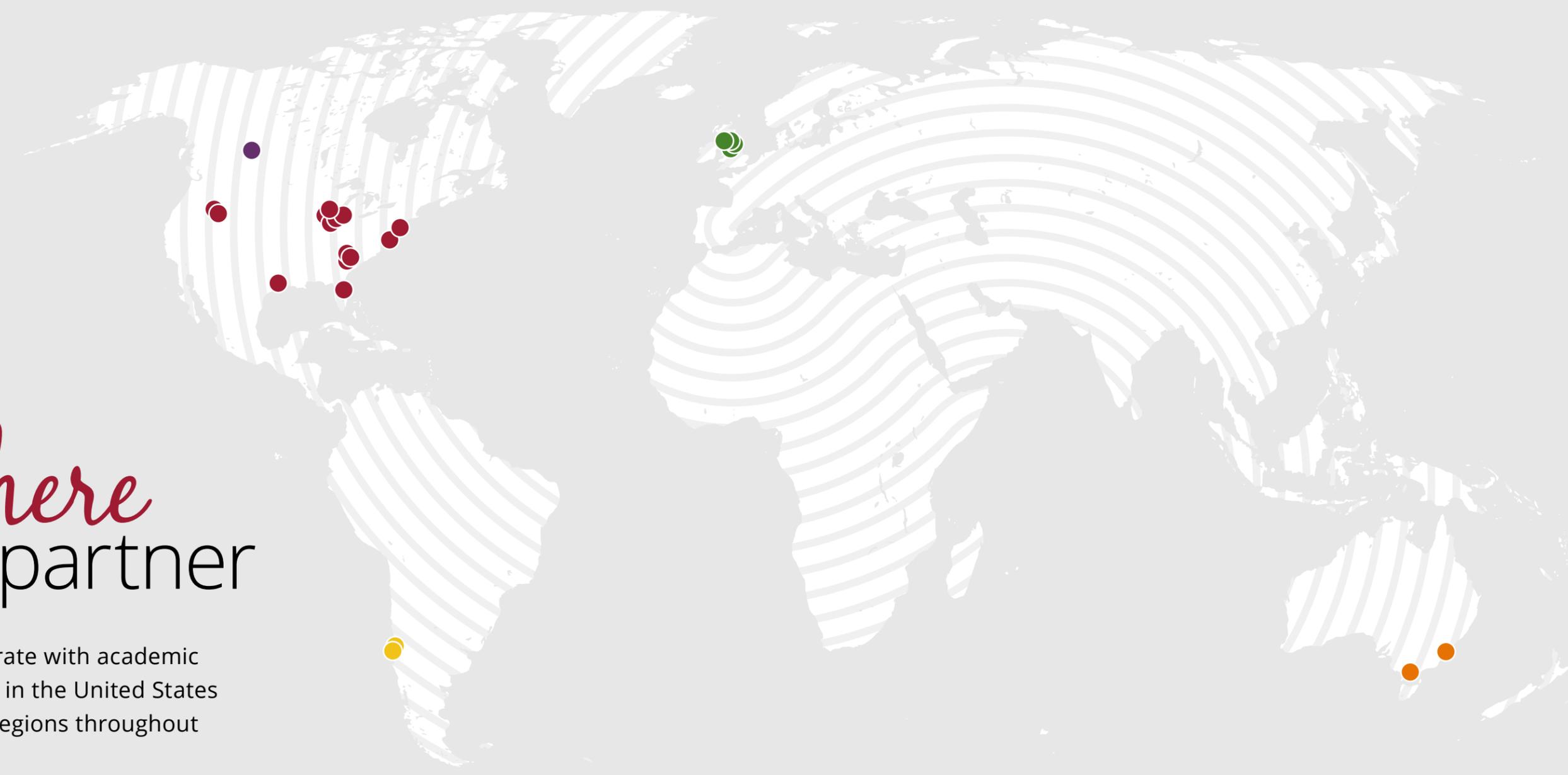
Community advancement

Engagement with academic institutions helps to address social and economic challenges that can benefit consumers and the communities where we live and work.



Attracting and developing talent

Collaborating with students helps attract future analytics experts to Equifax and builds cohorts of data scientists with hands-on experience from a trusted source of data and analytics.



Where we partner

We collaborate with academic institutions in the United States and other regions throughout the globe.

Australia

- Deakin University
- University of New South Wales

Chile

- University of Santiago de Chile
- Duoc UC San Carlos de Apoquindo

Canada

- University of Alberta

United Kingdom

- Glasgow University
- Nottingham University
- Strathclyde University
- University of Edinburgh
- University of Nottingham

United States

- Boise State University
- College of Idaho
- Georgia Tech
- Emory University
- Indiana University
- Kennesaw State University
- Rice University
- University of Central Florida
- University of Chicago
- University of Georgia
- University of Kentucky
- University of North Carolina
- University of Pennsylvania
- Washington University

Ways we partner



Industry research

We collaborate with professors and staff to conduct research projects using Equifax data. These projects create new insights and drive the industry forward, supporting the development of new data science tools and techniques.



Collaborative data labs

We implement collaborative data science labs to provide hands-on data education to support local needs and to speed research time for the academic and business community.



Student-led research and internships

We provide students with the opportunity to work with real-world data and gain valuable experience in the field of data science.



Student-led research



Denning Technology and Management Program, Capstone Projects

A team from Georgia Tech Scheller College of Business' Denning Technology and Management Program collaborated with Equifax to develop an explainable AI solution for analyzing consumer credit data. The students created a novel architecture and tested it against existing solutions. Their project won second place for Best Presentation.

Equifax also conducted capstone projects within the school's MS in Analytics Program where teams of students tackled research related to data and analytics, generative AI, and applying transformers to financial data. The projects helped students cultivate marketable skills in cutting-edge technology, while Equifax experts worked with professors and PhD students to understand how AI can be applied to credit financial data.



**UNIVERSITY OF
GEORGIA**

MS in Business Analytics (MSBA)

Two student teams from the University of Georgia's MSBA program have partnered with Equifax. One team focused on how Equifax can use GenAI to create a more dynamic and accessible data exploration experience for non-technical financial services clients. The students reviewed GenAI use cases, engaged with GenAI vendors and UI/UX design firms, and assessed the feasibility of low-code/no-code GenAI tools. Their deliverables included a summary of client needs, a comparative analysis of GenAI providers and design firms, and draft wireframes of potential user experiences.

The other team tackled the challenge of generating synthetic data. Equifax often needs to share data with universities and customers, but sharing sensitive data is a lengthy process. These students developed a process to generate and share synthetic data, including code and user/technical guides. Their solution explored futuristic methods like using Agentic Workflows and AI Agents, LLM prompts, and differential privacy concepts.

Collaborative data labs



KENNESAW STATE
UNIVERSITY

The **Data Science Research Lab**, created in 2016, applies emerging research to address global issues related to credit access. The lab is currently focused on leveraging unstructured data (image, text, and time series) to help drive financial inclusion.

The **AI Ethics Lab** conducts cutting-edge research on a variety of topics related to data science, analytics, and ethics — such as fairness, privacy, model performance, and explainability. The lab focuses on establishing methods that will help to identify how an Artificial Intelligence (AI)-powered process may create different outcomes than traditional models and the potential impact of these differences.



We spark innovation through our *partnerships*



University advisory boards

Equifax experts serve on various university advisory boards, providing strategic counsel and curriculum development



Completed academic projects

Students have completed more than 30 academic projects where they applied Equifax data to solve real-world problems



Patents

Graduate-level students contribute to Equifax patent creation



Published papers

Academic researchers use Equifax data to publish their findings





Equifax has driven responsible AI innovation for more than a decade. Our custom-built Equifax Cloud™ and advanced data fabric enable us to maximize EFX.AI. Differentiated data and patented xAI techniques are infused into solutions that give customers the deeper insights they need to move people forward, faster. For more information, contact your Equifax representative.

[equifax.ai](https://www.equifax.ai)